

### Get Into PR

- Designed for:** Those who wish to gain an introduction to PR principles.
- Prerequisites:** The ability to use Word, Publisher and PowerPoint and be familiar with the Internet.
- Objectives:** To learn the basic principles of PR.

### Course Content

- Lesson One – Including: A definition of PR. The duties of a PR assistant
- Lesson Two – Including: The importance of a PR plan. Tips for writing a press release
- Lesson Three – Including: PR and the Internet. Ethics and the Law.
- Lesson Four – Including: Exhibitions and other events. Feature articles.

### Benefits

- Learn an introduction to marketing principles
- The flexibility and value of a self-study course designed to enable you to work at your own pace
- A personalised workbook to use as a reference guide on completion of the course
- The opportunity to gain the widely recognised Pitman Training Certificate

- Course duration:** 8 - 10 Hours
- What next:** Get into Marketing  
Excel 2003  
Outlook 2003  
Word 2003