

Public Relations Project Management Training Course

Professional Development Training Course Outline

Category	General Training	Duration	5 Days
Base Fee	\$1,500 USD	Delivery Mode	Online / On-site Hybrid

Course Introduction

In today's highly connected digital economy, Public Relations (PR) professionals are expected to manage complex communication projects that influence brand reputation, stakeholder engagement, media visibility, and organizational credibility. The integration of Digital PR, Strategic Communications, Crisis Management, Reputation Management, Brand Positioning, ESG Communications, Media Intelligence, Data Analytics, Artificial Intelligence (AI), and Stakeholder Relationship Management has transformed the public relations landscape. Organizations require PR professionals who can effectively plan, execute, monitor, and evaluate communication projects while aligning them with corporate objectives and business growth strategies.

Public Relations Project Management Training Course equips participants with advanced skills in project planning, communication strategy development, media relations, campaign management, digital engagement, risk communication, influencer partnerships, content strategy, performance measurement, and leadership communication. Through practical exercises, real-world case studies, and industry best practices, participants will gain the competencies needed to successfully manage public relations projects from inception to completion while delivering measurable results in today's competitive and fast-evolving communication environment.

Programme Curriculum

Public Relations Project Management Training Course

Introduction

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Course Duration

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Course Objectives

Upon completion of the training, participants will be able to:

1. Develop strategic Public Relations project plans aligned with organizational goals.
2. Apply modern Project Management Frameworks to PR campaigns and communication initiatives.
3. Design effective Digital PR and Social Media Communication Strategies.
4. Manage stakeholder engagement using Stakeholder Mapping and Engagement Analytics.
5. Execute high-impact Media Relations and Press Management programs.
6. Utilize AI-Powered Communication Tools for content development and monitoring.
7. Implement effective Crisis Communication and Reputation Management strategies.
8. Measure campaign performance using Data Analytics and Communication KPIs.
9. Develop integrated Brand Reputation and Corporate Communication Programs.
10. Apply Agile Project Management methodologies in communication projects.
11. Manage communication risks and organizational reputation during crises.
12. Lead cross-functional communication teams and external agencies effectively.
13. Deliver sustainable communication outcomes through ESG Communication and Corporate Sustainability Reporting.

Target Audience

1. Public Relations Managers
2. Corporate Communication Officers
3. Media Relations Specialists
4. Marketing and Brand Managers
5. Government Communication Officers
6. NGO and Development Communication Professionals
7. Project Managers overseeing communication initiatives
8. Entrepreneurs, Executives, and Business Leaders responsible for organizational reputation

Course Modules

Module 1: Foundations of Public Relations Project Management

- Principles of Public Relations Project Management

- Strategic Communication Planning
- PR Project Life Cycle Management
- Communication Governance Frameworks
- Integration of PR and Business Strategy
- **Case Study:** Managing a multinational corporate rebranding communication project

Module 2: Strategic Communication Planning and Stakeholder Management

- Stakeholder Identification and Mapping
- Stakeholder Engagement Strategies
- Communication Needs Assessment
- Corporate Communication Planning
- Public Affairs and Community Relations
- **Case Study:** Stakeholder engagement during a major infrastructure development project

Module 3: Media Relations and Digital PR Management

- Media Landscape Analysis
- Press Release Development
- Media Monitoring and Intelligence
- Influencer and Content Creator Engagement
- Digital PR Campaign Management
- **Case Study:** Launching a successful global product campaign through digital media channels

Module 4: Crisis Communication and Reputation Management

- Crisis Communication Frameworks
- Reputation Risk Assessment
- Crisis Response Planning
- Media Handling During Emergencies
- Recovery Communication Strategies
- **Case Study:** Corporate crisis response following a major reputational incident

Module 5: Project Planning, Scheduling and Resource Management

- PR Project Scope Development
- Work Breakdown Structures (WBS)
- Budgeting and Resource Allocation
- Risk Management Planning
- Project Scheduling and Monitoring
- **Case Study:** Planning and executing a large-scale national awareness campaign

Module 6: Content Strategy, Brand Storytelling and Social Media Management

- Strategic Content Development
- Brand Storytelling Techniques
- Social Media Campaign Planning
- Audience Engagement Strategies
- Multimedia Communication Tools
- **Case Study:** Building brand trust through integrated storytelling campaigns

Module 7: Data Analytics, Measurement and Performance Evaluation

- Communication Performance Metrics
- Media Analytics and Monitoring Tools
- Social Listening Technologies
- ROI Measurement for PR Campaigns
- Data-Driven Decision Making
- **Case Study:** Measuring the impact of a nationwide public awareness campaign

Module 8: Leadership, Innovation and Emerging Trends in Public Relations

- AI in Public Relations
- ESG and Sustainability Communications
- Agile Communication Management
- Leadership Communication Excellence
- Future Trends in Strategic Communications
- **Case Study:** Leveraging AI and predictive analytics in corporate communication management

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- a. The participant must be conversant with English.
- b. Upon completion of training the participant will be issued with an Authorized Training Certificate
- c. Course duration is flexible and the contents can be modified to fit any number of days.
- d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.
- e. One-year post-training support Consultation and Coaching provided after the course.
- f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
07 Sep 2026	11 Sep 2026	Online	\$1,000
07 Sep 2026	11 Sep 2026	Physical	\$1,500
14 Sep 2026	18 Sep 2026	Online	\$1,000
14 Sep 2026	18 Sep 2026	Physical	\$1,500
21 Sep 2026	25 Sep 2026	Online	\$1,000
21 Sep 2026	25 Sep 2026	Physical	\$1,500
28 Sep 2026	02 Oct 2026	Online	\$1,000
28 Sep 2026	02 Oct 2026	Physical	\$1,500

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com