

## Public Relations and Corporate Communication

*Kuala Lumpur (Malaysia)*

*15 - 19 September 2025*

UK Training

**PARTNER**



## Public Relations and Corporate Communication

Code: PR28 From: 15 - 19 September 2025 City: Kuala Lumpur (Malaysia) Fees: 4200 Pound

### Introduction

In today's dynamic world, public relations professionals are essential in various sectors, including business, government, and nonprofit organizations. The goal of the "Public Relations and Corporate Communications" course is to help participants develop creative skills for managing communication strategies and public relations. This course will establish the importance of public relations within the company and enhance corporate communication. Participants will integrate the course content into an action plan, which can then be discussed with senior management.

### Course Objectives

By the end of the course, participants will be able to:

- Understand and analyze public relations and other forms of business communication.
- Design and manage a company's image, publicity, and all aspects of business communication.
- Develop and implement public relations programs and media campaigns.
- Be familiar with global trends and international standards governing the industries of public relations and media.
- Effectively manage corporate communications and public relations strategies.
- Build strategies for executing successful public relations campaigns and measure their impact.

### Course Outlines

#### Day 1: The Nature of Public Relations and Its Intersection with Media and Journalism

- Overview of business communication and public relations.
- The Six-Point Model of Public Relations Planning.
- How media and journalism fit into public relations.
- Managing relationships with traditional media and electronic media.
- Understanding the importance of the audience in corporate communication.
- Setting objectives and designing effective communication strategies.
- Budgeting: resources, time, materials, and finances.
- Evaluating the success of communication programs.

#### Day 2: Press Releases and News Releases, International Standards

- Media handling strategies.
- Difference between press releases and news releases.
- Writing a press release using the 6 C's of communication.
- The journalistic code of truth.

The logo for UK Training Partner features the text 'UK Training' in a smaller font above the word 'PARTNER' in a large, bold, black font. The background of the logo is a stylized chessboard with several chess pieces (a king, a pawn, and a knight) and concentric circles radiating from behind the pieces.

- Ethics in public relations: PRSA Code and industry standards.
- Measuring public opinion.
- Propaganda models of communication and handling media during crises.

### Day 3: Business Communication and Public Relations as a Part of It

- Corporate communication and public relations.
- Comparing marketing communications with public relations.
- Managing internal audience relations employees within corporate communication.
- Consumer relations and managing effective customer relationships.
- Managing relations with multicultural communities.
- Government relations and international relations.

### Day 4: Globalization and Its Effect on Public Relations

- The impact of globalization and technology on public relations.
- Managing social media platforms effectively.
- The multimedia age of business communication.
- The role of events in public relations.
- Types and purposes of events in public relations.
- Integrating corporate social responsibility CSR into the communication strategy.
- Building a supportive community for your organization's core message.

### Day 5: Designing a Unified Campaign Theme, Bringing It All Together

- Understanding core messages and creating an integrated campaign.
- Assessing the need for public relations efforts and researching your audience.
- Planning campaigns with high-quality standards and a focused theme.
- Selecting the best strategy to communicate your message.
- Implementing and evaluating the campaign's effectiveness.
- Ensuring consistent messaging throughout all stages.
- Virtual campaign design based on participants' professional backgrounds.

### Why Attend this Course: Wins & Losses!

- Enhance Public Relations Skills: Learn to design and implement effective public relations strategies that align with organizational goals.
- Manage Corporate Image: Gain the ability to design and manage the corporate image and publicity through successful public relations campaigns.
- Apply International Standards: Understand how to apply global standards in public relations and media.
- Effective Crisis Management: Learn how to handle media relations during times of crisis and mitigate potential damage.
- Comprehensive Strategy for Media Handling: Master media strategies and corporate communications to strengthen relationships with external stakeholders.

### Conclusion

The "Public Relations and Corporate Communications" course is an excellent opportunity for professionals who want to enhance their public relations and corporate communication skills. By applying best practices in public

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The text is positioned over a background of a chessboard with several chess pieces (a king, a pawn, and a knight) in gold and silver.



relations, participants will gain the tools needed to design successful campaigns, manage their company's corporate image, and develop strategies for communication that resonate with their audience. Participants will leave the course equipped to design, implement, and evaluate public relations campaigns that make a measurable impact on their organization's success.

A graphic in the bottom right corner shows a portion of a chessboard with a white and grey checkered pattern. Three chess pieces are visible: a silver pawn, a silver knight, and a gold king. Behind the pieces are several concentric, semi-transparent white circles that create a ripple effect.

UK Training  
**PARTNER**

Head Office: +44 7480 775 526  
Email: [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)  
Website: [www.blackbird-training.com](http://www.blackbird-training.com)



## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Anney (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)  
(Switzerland)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



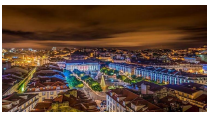
Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



Manchester (UK)



Milan (Italy)



## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**



## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

- Entertainment & Leisure
- Professional Skills
- Finance, Accounting, Budgeting
- Media & Public Relations
- Project Management
- Human Resources
- Audit & Quality Assurance
- Marketing, Sales, Customer Service
- Secretary & Admin
- Supply Chain & Logistics
- Management & Leadership
- Agile and Elevation

### Technical Courses

- Artificial Intelligence (AI)
- Hospital Management
- Public Sector
- Special Workshops
- Oil & Gas Engineering
- Telecom Engineering
- IT & IT Engineering
- Health & Safety
- Law and Contract Management
- Customs & Safety
- Aviation
- C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)

UK Training  
**PARTNER**

