

Post Graduate Diploma in Media Relations for the Press Officer



Welcome

I'm delighted to take this opportunity to welcome and thank you for your interest in our Institute.

We have a very simple ethos that has resonated since our inception — our belief that when you enrol on a course you are not just a student but, more importantly, a customer.

This ethos substantiates the core rules of engagement in building a long lasting relationship between you, me, our lecturers, your organisation and indeed our professions. Our reputation has been built on creating brand ambassadors for the European Institute of Communications and its academic faculties of Public Relations, Social Media and Digital Marketing.

Your course programme has been designed to ensure that we encapsulate all that is current and relevant so that you can achieve your goals and objectives, no matter what they be. I and my team look at your journey as a partnership. That partnership starts right now and I welcome the opportunity to speak and or meet with you to ensure that your decision is the right decision for you.

Please feel free to contact me directly on +35387 0655791 or by email eugenegrey@europeaninstitute.ie.



Kind regards



Eugene A. Grey FEIPR FPRII FEIC
Director of Education



About the Europe Institute of Public Relations

The European Institute of Public Relations is a specialist academic Institute facilitating course programmes for the professional public relations and communications industries.

Part of the larger European Institute of Communications, which has in excess of 3876 members and is based in Leuven (Belgium) and Dublin (Ireland). Our professional academic importance and status is recognised by its acceptance of membership by the **Global Alliance PR** (Global Alliance for Public Relations and Communications Management) and by **EUPRERA** (European Public Relations Education and Research Association).

In addition, we have been facilitating the Public Relations Institute of Ireland (**PRII**) national Diploma in Public Relations (DipPR) since 2003 and have finished with the top students consecutively for the last 6 years and consistently returned the highest national results.

All the lecturers within the Institute are highly regarded practising professionals with extensive academic experience ensuring that all candidates expand their knowledge base across the current spectrum of public relations at a national & European level.



Post Graduate Diploma in Media Relations for the Press Officer

The Post Graduate Diploma in Media Relations for the Press Officer programme aims to equip candidates with the skills to practice the elements of communication engagement with targeted stakeholders. It will provide the theoretical knowledge and professional skills so that candidates can practice effective engagement with media and key influences within the professional global PR and communications industry.

Who Should Undertake this Programme

The programme has been designed for a range of candidates working as a Press Officer with responsibility for media engagement:

- Press officers and or those who are responsible for managing the media communication and engagement in political, corporate, charity, sporting and such environments
- Those working in PR and Communications that want a professional academic qualification which substantiates and recognises their professional status and experience
- Those candidates who are looking for a career change and or to expand and increase their professional skillsets
- Recently qualified graduates who wish to specialise in Public Relations and work in-house or in a consultancy

Course Options

Post Graduate Diploma in Media Relations for the Press Officer

1. Part time evening
2. Long distance (via online live broadcasts)

In the case of part time and long distance (online) you will never miss a lecture as recordings are available.

Course Accreditation & Recognition

The Post Graduate Diploma in Media Relations for the Press Officer programme is a professional industry programme and is accredited by the European Institute of Communications. The European Institute of Communications are institutional members of the **Global Alliance PR** (Global Alliance for Public Relations and Communications Management) and **EUPRERA** (European Public Relations Education and Research Association).

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Course Objectives

This course will provide a detailed insight into the practice of media relations at a professional level. Candidates will learn the core elements of how the media works and the tools used to engage the media. Having understood the structures and relationships, candidates can then interpret the organisation's communication needs and requirements to design, implement, manage and evaluate an effective communications strategy. The course will provide candidates with a thorough knowledge and understanding of professional media relations as follows:

- The strategic function of PR and media relations in engaging stakeholders to develop and enhance corporate reputation, image and delivery of the organisation's communication objectives aligned to the business plan
- To have an overall comprehension of the tools and techniques of communication to engage and empower the media
- To gain an understanding of the local media landscape and how the media operates
- To have a knowledge of the legal and regulatory environment within which PR and media operate

Course Learning Outcomes

On successful completion candidates will have the ability to:

- Evaluate the organisation's needs in order to design, implement and manage a media strategy
- Engage the media and influencers using the appropriate PR tools of media and mass communication engagement
- Understand the importance of written and oral communication to improve their delivery of succinct messaging
- Understand the elements of proactive and reactive media relations, and improve their professional ability to pitch news stories to journalists
- Develop skills to spot what is 'newsworthy' and become story tellers to engage the media and empower teams within which they work and are part of
- Be capable of designing, implementing and evaluating a media relations strategy campaign

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Modules & Course Content

The Press Officer

The role of the Press Officer. Collection and curation of background information. The importance of Media monitoring.

Media Relations

Understanding how the media works, what journalists need; media composition in terms of print, broadcast and online. Developing constructive media relationships. Candidates will learn the structure and nature of the mass media, with reference to both the Irish and international media landscape across offline and online platforms. The module will provide an insight into the tools of engagement and candidates will learn how to create effective and meaningful relationships with media and influencers across the spectrum of the operating landscape.

PR Media Tools of Engagement

This module will include media writing skills and techniques. Content will include structure, grammar, and spelling; press release and press statement writing; photo call notices; writing for digital and social media; Press Briefings, Off the Record & Press Conferences.

Media Interviews

Researching topics, preparing for media interviews, understanding how the media operates when preparing for print, radio and TV interviews.

Crisis Communication

How to deal with a crisis. Developing an issues management strategy and crisis communication plan. Staying in control. Managing the media in a crisis situation.

Developing a Strategic Communications Plan

Understanding the importance of aligning the overall objectives with the communications strategy. Writing the strategy and providing guidelines.

The Online Environment

Candidates will learn the structure and nature of the online environment to engage key influencers. The module will provide an insight into the tools of engagement and candidates will learn how to create effective and meaningful relationships with media and influencers across the spectrum of the operating landscape.

The Media Regulatory Environment

The key relevant professional bodies including Broadcasting Authority of Ireland, Press Council & Press Ombudsman and Media Regulation. Principle ethical codes governing the practice of Public Relations and media professionals both in Ireland and in the EU. Copyright, Defamation, Regulation of Lobbying Act, Freedom of Information Act, Data Protection, Privacy, Digital and Social media usage / posting policies.

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Entry Requirements, Course Structure & Fees

Candidates must be at least 20 years of age and preferably have a professional background or experience in the broader professional communications arena including marketing, sales, communication, public relations, customer service, political environment and business. Alternatively, have a minimum of a third level qualification or higher.

The course will be held over a thirty hour period with lectures once weekly over a 10 week period. In addition, candidates will be expected to undertake additional self-study and direction. Guidelines will be given in this regard. The course will be assessed by a series of assignments and one major campaign project.

Course fees amount to €1150 with an assessment fee of €110, payable upon submission of the final project at the end of the programme. Student membership of the European Institute of Public Relations is automatically included in the course fees. Upon successful conclusion candidates will be conferred with their **The Post Graduate Diploma in Media Relations for the Press Officer** and can apply to become full professional members of the European Institute of Public Relations and therefore entitled to use the letter MEIPR.



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