

Modern Public Relations and Mass Media Masterclass

COURSE OVERVIEW

The Modern Public Relations and Mass Media Masterclass provides a comprehensive examination of current PR practices and their interaction with mass media in the digital age. This course is tailored for professionals aiming to deepen their knowledge of PR strategies, media relations, and communication technologies that influence public discourse and organizational reputation. Through a combination of theoretical insights, case studies, and practical exercises, participants will gain valuable expertise in crafting effective messages, engaging with the media, managing crises, and navigating the ethical challenges essential to successful public relations in today's complex media landscape.

WHO SHOULD ATTEND?

This course is designed for PR professionals, communications experts, media strategists, marketing managers, corporate spokespersons, content creators, brand managers, journalists, and anyone aiming to improve their expertise in modern PR practices and the evolving influence of mass media.

COURSE OUTCOMES

Delegates will gain knowledge and skills to:

- Key principles and trends in modern public relations and mass media.
- Analyzing the current media landscape, including traditional and digital platforms.
- Developing strategic and compelling messaging for diverse audiences.
- Building productive relationships with journalists and media outlets.
- Creating and distributing effective PR content, including press releases and media kits.
- Managing crises and navigating issues in a fast-paced media environment.
- Evaluating the effectiveness of PR campaigns through metrics and analytics.
- Understanding ethical considerations in public relations practices.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand:

- How leading brands craft PR strategies across digital and traditional media
- Real-world media relations tactics that build trust and earn positive coverage
- Crisis communication frameworks used by top PR teams during reputational threats
- Tools and techniques for creating high-impact press releases and media kits
- How to navigate the convergence of earned, owned, and paid media
- Case studies on viral campaigns and media missteps — and what they teach
- Metrics that matter: how to measure media performance and PR impact
- Ethical decision-making in high-stakes communication scenarios

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded



CHARTERED INSTITUTE
OF PUBLIC RELATIONS