



Cambridge
Technical College

DIPLOMA OF PUBLIC RELATIONS AND MEDIA MANAGEMENT

Diploma in Public Relations focus on the free placement of messages in the media through media releases, editorial content, and promotion. Students create and execute PR campaigns as part of their course work. They can work within a professional environment through internships and practicum programs. The program provides students with grounding in traditional PR theory and practice alongside an understanding of recent developments and challenges for the profession.

The purpose of Diploma in Public Relations is to train persons who wish to pursue a career in Public Relations. The programme is also beneficial to professionals involved in executive-level management, marketing, public relations, and other areas impacting the communications and image of an organization.

The public relations is a multidisciplinary course and therefore, it borrows heavily from fields like, marketing, communication, management, psychology etc.



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Program	Diploma of Public Relations and Media Management		
Credit Hours	72 Credits		
Duration	Academic Year (9 Months)		
Subject	Credit Hours	Code	
English Language 101	3	EN101	
English Language 102	3	EN102	
Principles of Public Relations	3	PR100	
Public Relations Writing	3	PR101	
Public Relations and Corporate Communication	3	PR102	
Applications in PR- Print media	3	PR103	
New Media and Technologies in Public Relations	6	PR104	
Marketing and Advertising	3	PR105	
Event Management	6	PR106	
Television & Radio	6	PR107	
Communication Skills	3	PR108	
Negotiation Management	3	PR109	
Ethics	3	PR110	
Public Relations in the Private and Public Sector	6	PR111	
Practical Training	18	PR112	