

# PUBLIC RELATIONS



## Unlock Your Path to a Dynamic PR Career!

Public Relations (PR) is the driving force behind successful organizations - the art of building lasting connections and mutual understanding between businesses and their audiences.

Explore 12 online Modules: Delve into updated, hands-on modules that arm you with industry insights. Each module is tailored to perfect your skills, preparing you for diverse communication challenges.

**Harness Digital Power:** In the modern age, social media and AI dominate communication. Our Diploma in PR prepares you to shine in this sphere, introducing tools and strategies for collaboration with influencers and social media giants. Master the art of utilizing digital platforms for client success.

**A blend Tradition with Innovation:** Our curriculum emphasizes both contemporary media and classic PR techniques. Master creating impactful press releases, organizing memorable events, and adeptly handling crises. Stand out as a modern PR maestro.

**Chart Your Course:** Tailor your learning with a unique thesis project in areas like sports, entertainment, or IT, supported by our seasoned supervisors.

**The Next Step in PR Begins Here:** Seize this opportunity for a fulfilling PR career. Enrol to leave an indelible mark in the communications realm. dynamic and profitable career awaits. Enrol now and pave your way to becoming a PR powerhouse, ready to make a lasting impact in the world of communications.

## COURSE STRUCTURE

### 12 Modules

- Understanding PR
- Corporate Image
- Press Releases
- Sponsorship
- Photography
- Organising Events
- Crisis PR
- Digital PR
- Blogging
- Podcasting
- AI Enhanced PR
- Dissertation

## YOUR TUTOR



Brenda Murphy

Brenda Murphy is a lecturer in PR, Journalism and New Media at MTU. Her previous PR experience includes Adi Roche's Chernobyl Children International, and H+A Marketing + PR. Brenda has delivered a number of high quality PR campaigns including the award-winning Cork Culture Night Campaign 2013. .

A former journalist and subeditor, Brenda has a keen eye for detail, a strong newsense and a media insider's view, having worked in the Sunday World, Irish Examiner, and Galway Independent. Brenda was chief subeditor of the Tuam Herald in Co Galway, where she honed her design, layout and proof-reading skills.

## INTERNATIONAL RECOGNITION

When it comes to international recognition, look no further than The Academy - the exclusive college in Ireland endorsed by the prestigious International Public Relations Association (IPRA). For over two decades, we have proudly been active members of IPRA, solidifying our position as a global leader in PR education.



## EUROPEAN EXCELLENCE: ELEVATE YOUR LEARNING JOURNEY!



Be part of something extraordinary as we stand alongside the European Association of Distance Learning (EADL), shaping the educational landscape for over 2.5 million students across Europe annually

Our decade-long membership with EADL reflects our unwavering commitment to upholding their unparalleled Quality Assurance Standards.

## What Our Students Say:

*"I THOROUGHLY ENJOYED THE PR COURSE PROVIDED BY THE IRISH ACADEMY OF PUBLIC RELATIONS. THE COURSE COVERED ALL ASPECTS OF PUBLIC RELATIONS AND CREATED A SOLID FOUNDATION FOR BUILDING MY CAREER AND DEVELOPING PRACTICAL COMMUNICATION SKILLS".*

CLÍODHNA OWENS  
PUBLIC RELATIONS

*"UNDOUBTEDLY, THIS DIPLOMA HAS EVERYTHING TO OFFER INCLUDING AN ENGAGING TUTOR WHO CONTINUALLY OFFERED MOTIVATION, SUPPORT, AND EFFECTIVE FEEDBACK. IF YOU ARE INTERESTED IN PR AND COMMUNICATIONS, I WOULD HIGHLY RECOMMEND THIS COURSE TO YOU.*

ELLEN O'HORA  
PUBLIC RELATIONS

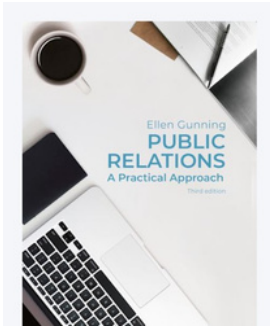
*I REALLY ENJOYED THE PUBLIC RELATIONS COURSE. IT WAS VERY BENEFICIAL, AND IT GAVE ME THE OPPORTUNITY TO EXPAND MY KNOWLEDGE ABOUT COMMUNICATION, TO MAKE PRECISE PLANS AND TO PUT THEM INTO ACTION*

VASILEIOS PALAIOLOGOS  
PUBLIC RELATIONS



Irish Academy of Public Relations

## CORE TEXT PROVIDED TO EVERY STUDENT



Each student will receive a copy of the core text for this diploma. Public Relations: A Practical Approach, is written by our Director, Ellen Gunning, and is used by third level PR/communications students worldwide. It brings a wealth of industry knowledge and expertise to learners.

Throughout your training, you will receive links to valuable resources and an invitation to our Masterclass Webinars. These feature industry experts delivering insights and guidance in all communications and media related topics

## TAMPER-PROOF CREDENTIALS: YOUR FUTURE IS SECURE!

Embrace low-energy blockchain technology for absolute tamper-proof credentials. Rest assured, your achievements remain pristine, re-verified every time they're viewed.

## SUSTAINABLE ACHIEVEMENT: GO GREEN WITH US!

Our carbon-neutral and sustainable blockchain technology ensures your success doesn't compromise the planet. We champion sustainability and excellence

## DIGITAL ACCREDITATION

Flaunt your achievements with pride! Our exclusive Diploma and digital badge let you showcase your verified skills on social media and in your email signature.

## THE ACADEMY: VERIFIED SKILLS MEANS SUCCESS

When you earn a Professional Diploma from us, you gain more than just a piece of paper - you attain verified skills that open doors to endless possibilities.

### Start dates this year:

**02 October 2023**

**06 November 2023**

Course Fee:

€1850

Includes:

Online Modules

Access to Online Library

Access to Tutor

Professional Diploma

Digital Badge

Award:

Professional Diploma in  
Public Relation

Entry Requirements:

Open to students globally

Contact:

[info@irishacademy.com](mailto:info@irishacademy.com)

Enrol:

[www.Irishacademy.com](http://www.Irishacademy.com)