

# THE OPEN UNIVERSITY OF TANZANIA

## DIRECTORATE OF CONSULTANCY SERVICES

### Corporate Communication and Public Relation Training



Dates: 26<sup>th</sup> - 30<sup>th</sup> September, 2022

Venue: OUT- Iringa Regional Center

#### Introduction:

Public Relations and Corporate Communications are at the heart of business performance. Modern methods, tools and channels have greatly increased the speed in which communications can be experienced, from local to global.

Global organizations are realizing that their corporate communications and marketing functions need to work closely to communicate with stakeholders. This growing interdependence has partly been driven by the impact of online communications on organizational reputation. This course recognises this industry shift and explores the drivers and dynamics of modern corporate communications and its relationship with marketing and public relations. You focus on stakeholder management, global strategic marketing, brand management, reputation management, media relations and social media.

#### Who Should Attend?

- Public Relations professionals
- Other key personnel in the organisation whose work involves contact and interaction with internal / external public
- Also beneficial to personnel professionals who wish to learn how to use communication more effectively – possibly in the areas of personnel, marketing, sales, training and administration

#### Programme Objectives

- Set Corporate Affairs in its strategic anticipatory and effective context
- Develop an understanding of stakeholder programmes for regular, focused communication activities
- Examine the development of Corporate Affairs tools
- Understand how to develop and coordinate strategy, plans and tactics
- Evaluate the use of research.

#### Course Outline

**Day 1: Power of Communication**

**Day 2: Understanding organisation**

**Day 3: Corporate Communications**

**Day 4: Risks and Threats**

**Day 5: Powerful and Persuasive Planning**

#### Training Approach

This course will be delivered by our skilled trainers who have vast knowledge and experience as expert professionals in the fields.

The course is taught in English and through a mix of theory, practical activities, group discussion and case studies. Course manuals and additional training materials will be provided to the participants upon completion of the training.

#### Training Facilitators

Dr. Albert Memba and Dr. Albert Tibaijuka

**TRAINING FEE: 800,000 TSHS**

The fee covers certificate, health -break, lunch and training material

ALL PAYMENT SHOULD BE PAID TO:

Bank Name: National Bank of Commerce

AC Name: The Open University of Tanzania

AC No: 011103033713

**FOR MORE DETAILS CONTACT US  
+255762002919 OR +255753000102**

**ONLY 40 SEATS AVAILABLE PLEASE**

**CONFIRM BEFORE**

**21<sup>st</sup> September, 2022**