STRATEGIC CORPORATE COMMUNICATION AND PUBLIC RELATIONS TRAINING COURSE

Introduction

In today's highly competitive and information-driven environment, organizations must communicate strategically to maintain credibility, strengthen stakeholder relationships, protect institutional reputation, and enhance public trust. Effective corporate communication and public relations have become critical functions for governments, corporations, NGOs, financial institutions, and development agencies operating in increasingly complex and digitally connected environments. Institutions are increasingly expected to communicate with transparency, consistency, professionalism, and responsiveness while managing growing stakeholder expectations, media scrutiny, and reputational risks. This comprehensive executive programme provides participants with advanced knowledge and practical skills in strategic communication planning, media engagement, stakeholder communication, corporate branding, crisis communication, and reputation management. The programme examines global communication frameworks, modern public relations practices, digital communication trends, and strategic communication models used by leading organizations worldwide. Participants will learn how to design communication strategies aligned with institutional objectives, manage public relations professionally, strengthen stakeholder trust, improve organizational visibility, and protect institutional reputation during crises. The programme also explores internal communication systems, executive communication, digital engagement strategies, and communication monitoring frameworks necessary for organizational effectiveness in modern communication environments.

Course Modules

> Module 1: Foundations of Corporate Communication

- Principles of corporate communication

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- Strategic communication frameworks
- Corporate identity and organizational image
- Communication roles in modern institutions
- Communication ethics and professionalism

> Module 2: Public Relations and Media Management
- Public relations principles and practices
- Building media relationships
- Media engagement strategies
- Press conferences and media briefings
- Press release writing and dissemination

> Module 3: Stakeholder Communication and Engagement
- Stakeholder identification and analysis
- Stakeholder communication strategies
- Community and public engagement
- Communication for partnership management
- Managing stakeholder expectations

> Module 4: Corporate Branding and Reputation Management
- Corporate branding principles
- Institutional reputation management
- Brand communication strategies
- Public perception management
- Reputation monitoring and evaluation

> Module 5: Crisis Communication and Media Response
- Crisis communication planning
- Managing communication during emergencies
- Media response and damage control
- Organizational reputation recovery
- Crisis simulation exercises

> Module 6: Digital Communication and Social Media Management
- Digital communication strategies
- Social media engagement techniques
- Online reputation management

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- Digital content creation and storytelling
- Communication analytics and monitoring tools

> Module 7: Internal Communication and Organizational Culture
- Internal communication systems
- Employee engagement communication
- Leadership communication strategies
- Managing organizational change communication
- Workplace communication effectiveness

> Module 8: Communication Strategy Development
- Developing communication policies
- Strategic communication planning
- Communication budgeting and resource allocation
- Monitoring and evaluation of communication programmes
- Communication action plan development

> Module 9: International Corporate Communication Practices
- Global communication trends
- Cross-cultural communication management
- International public relations standards
- Communication in multinational organizations
- Global stakeholder communication approaches

> Module 10: Leadership Communication and Executive Presence
- Executive communication skills
- Public speaking and presentation techniques
- Strategic messaging for leaders
- Communication influence and persuasion
- Building leadership credibility through communication

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