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|------------------------------|---|-----------------|--------------------------|------------------------|
| <b>Course Category</b>       | Business  |                 |                          |                        |
| <b>Course Title</b>          | Preparation Course for “Pearson LCCI Level 3 Certificate in Public Relations and Media Relations” Exam  |                 |                          |                        |
| <b>Course Code</b>           | BS075   |                 |                          |                        |
| <b>Medium of Instruction</b> | English   |                 |                          |                        |
| <b>Duration</b>              | 45.0 hour(s)  |                 |                          |                        |
| <b>Certificate</b>           | Students who have obtained an overall passing grade of the course and met the attendance requirement will be issued a course certificate by UTM. The passing grade of the course is 50.   |                 |                          |                        |
|                              | <b>Course Code</b>  | <b>Sub Code</b> | <b>Course Start Date</b> | <b>Course End Date</b> |
|                              | BS075   | 2201            | 2022/03/21               | 2022/04/19             |
| <b>Objective</b>             | <p>This qualification is designed to help students progress in the world of marketing and, more specifically, in the field of public relations (PR) and media relations. Upon completion of the course, students will be able to:</p> <ul style="list-style-type: none"><li>• Develop and manage client relationships</li><li>• Conduct effective professional activities using PR-sector tools and techniques</li><li>• Understand how to deliver and manage communication of information between organisations and the public</li><li>• Compose short press releases, write speeches and prepare written communications</li></ul> |                 |                          |                        |
| <b>Outline</b>               | <ul style="list-style-type: none"><li>• The public relations environment</li><li>• The media and media relations environment</li><li>• PR campaigns and media planning</li><li>• Legal and ethical issues, challenges and risks</li></ul>   |                 |                          |                        |