

INSTITUTE OF PUBLIC RELATIONS, GHANA
2022 PROFESSIONAL ACCREDITATION EXAMINATIONS

LEVEL 1 TIME TABLE

| DATE | SUBJECT | | TIME |
|--------------------------------|----------------------------------|--|-------------|
| Monday 12/12/2022 | Public Relations Writing | <ul style="list-style-type: none"> • Internal Communications • Business Writing • Speech Writing • Newsletter & Magazine Writing & Production | 5pm – 8pm |
| Tuesday 13/12/2022 | Integrated Communications | <ul style="list-style-type: none"> • Advertising Copy Writing and Production • Introduction to Integrated Marketing Communications • Fundamentals of Branding • Visual Comms/Infographics | 5pm – 8pm |
| Wednesday 14/12/2022 | Media Relations | <ul style="list-style-type: none"> • Annual Report Writing and Production • Media Release Writing and Management • Media Monitoring Techniques • Stakeholder Management | 5pm – 8pm |
| Thursday 15/12/2022 | Public Relations 1 | <ul style="list-style-type: none"> • Introduction to Public Relations • Public Relations Planning • Introduction to New Media • PR Business Literacy/Entrepreneurship • PR & Comms Evaluation/Measurement | 5pm – 8pm |
| Friday 16/12/2022 | Etiquette & Protocol | <ul style="list-style-type: none"> • Introduction to Protocol & Etiquette • Fundamentals of Dining Protocol for formal events • Promotions and Event Planning • Sponsorship and Fundraising | 5pm – 8pm |

LEVEL II TIMETABLE

| DATE | SUBJECT | | TIME |
|--------------------------------|--|---|-------------|
| Monday 12/12/2022 | Strategic Public Relations Management | <ul style="list-style-type: none"> • PR Management Roles and Functions • Strategic Planning for Public Relations • Issues and Crisis Management • Financial Management for Public Relations Professionals | 5pm – 8pm |
| Tuesday 13/12/2022 | Media Management & The New Technology | <ul style="list-style-type: none"> • Leveraging New Media for PR practice • PR practice in the Public/Non-profit sector • PR Business literacy in the digital era | 5pm – 8pm |
| Wednesday 14/12/2022 | Public Relations Research | <ul style="list-style-type: none"> • Public Relations Research • Proposal Writing • Monitoring and Evaluation in Public Relations | 5pm – 8pm |
| Thursday 15/12/2022 | Public Relations Law & Ethics | <ul style="list-style-type: none"> • Public Relations Ethics • Media Law and Ethics • Public Relations Code of Professional Conduct | 5pm – 8pm |
| Friday 16/12/2022 | Public Relations II | <ul style="list-style-type: none"> • Managing Corporate Social Responsibility for brand visibility • Environmental Scanning • Dynamics of Stakeholder Management • PR and the art of interviewing and writing | 5pm – 8pm |