

INSTITUTE OF PUBLIC RELATIONS, GHANA
2022 PROFESSIONAL ACCREDITATION REFRESHER COURSE

LEVEL 1 TIME TABLE

Week 1

Date and Time 5pm – 7pm	Subject
Monday 07/11/2022	Introduction to Public Relations
Tuesday 08/11/2022	Business Writing
Wednesday 09/11/2022	Speech Writing
Thursday 10/11/2022	Advertising Copy Writing and Production
Friday 11/11/2022	Media Release Writing and Management

Week 2

Date and Time 5pm – 7pm	Subject
Monday 14/11/2022	Introduction to Integrated Communications
Tuesday 15/11/2022	Fundamentals of Branding
Wednesday 16/11/2022	Internal Communications
Thursday 17/11/2022	Introduction to Protocol for formal events , Etiquette & fundamentals of dining
Friday 18/11/22	Media Monitoring Techniques

Week 3

Date and Time 5pm – 7pm	Subject
Monday 21/11/2022	Sponsorship and Fundraising
Tuesday 22/11/2022	Introduction to New Media
Wednesday 23/11/2022	Public Relations Planning

Thursday 24/11/2022	Newsletter & Magazine Writing & Production
Friday 25/11/2022	Promotions and Event Planning

Week 4

Date and Time 5pm – 7pm	Subject
Monday 28/11/2022	PR & Comms Evaluation/Measurement
Tuesday 29/11/2022	Annual Report Writing and Production
Wednesday 30/11/2022	Stakeholder Management
Thursday 01/12/2022	PR Business Literacy/Entrepreneurship
Friday 02/12/2021	Visual Communication/Infographics