

INSTITUTE OF PUBLIC RELATIONS, GHANA
2022 ACCREDITATION IN-PERSON/VIRTUAL REFRESHER COURSE

LEVEL 2 TIME TABLE

Week 1

Date and Time 5pm – 7pm	Subject
Monday 07/11/2022	Public Relations Research
Tuesday 08/11/2022	PR Management Roles and Functions
Wednesday 09/11/2022	Public Relations Proposal Writing
Thursday 10/11/2022	Public Relations Ethics/Case Studies
Friday 11/11/2021	Digital PR

Week 2

Date and Time 5pm – 7pm	Subject
Monday 14/11/2022	PR Business Law
Tuesday 15/11/2022	Dynamics of Stakeholder Management
Wednesday 16/11/2022	Financial Management for Public Relations professionals
Thursday 17/11/2022	Managing Corporate Social Responsibility for brand visibility
Friday 18/11/2022	Issues and Crisis Management

Week 3

Date and Time 5pm – 7pm	Subject

Monday 21/11/2022	Professional Environmental Scanning
Tuesday 22/11/2022	Monitoring and Evaluation in Public Relations
Wednesday 23/11/2022	PR practice in the Public/Non-profit sector
Thursday 24/11/2022	Strategic Planning for Public Relations/Case Studies
Friday 25/11/2022	Public Relations Code of Professional Conduct

Week 4

Date and Time 5pm – 7pm	Subject
Monday 28/11/2022	Case Studies in Public Relations Planning
Tuesday 29/11/2022	Leadership and Management