

**INSTITUTE OF PUBLIC RELATIONS, GHANA
2024 PROFESSIONAL ACCREDITATION REFRESHER COURSE**

LEVEL II TIMETABLE

Week 1

Date and Time 5pm – 7pm	Subject	Resource Person
Monday 04/03/2024	PR RESEARCH	Prof. Abeiku Blankson Dr. Kweku Rockson
Tuesday 05/03/2024	Digital PR	Charles Ayiku Cynthia Ofori Dwumfuo
Wednesday 05/03/2024	Listening & Empathy	Mr. Robert Nana Mensah, APR, Aba Lokko, APR, Paul Ansah
Thursday 07/03/2024	PR/COMMUNICATION METRICS	<ul style="list-style-type: none"> • Mawuko Afadzinu • Derek Adogla
Friday 08/03/2024	IMAGE & REPUTATION MANAGEMENT	Nii Okai Nunoo

Week 2

Date and Time 5pm – 7pm	Subject	Resource Person
Monday 11/03/2024	ISSUES/CRISIS MANAGEMENT	<ul style="list-style-type: none"> • Mawuko Afadzinu • Esi Hammond
Tuesday 12/03/2024	STAKEHOLDER MANAGEMENT	<ul style="list-style-type: none"> • Georgina Fiagbenu • Afua Amankwah Sarkodie
Wednesday 13/03/2024	COMMUNITY RELATIONS	<ul style="list-style-type: none"> • Dr. Tony Aubynn, • Elaine Sam
Thursday 14/03/2024	EVENTS MANAGEMENT (DERIVING MILEAGE AND VALUE)	<ul style="list-style-type: none"> • Clarence Amoatey • Gloria Buckman

Friday 15/03/23	COMMUNICATION/PR CONTENT DEVELOPMENT (WRITING SKILLS)	<ul style="list-style-type: none"> • Vicky Wereko Andoh, • Gina Asare Fiagbenu
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Week 3

Date and Time 5pm – 7pm	Subject	Resource Person
Monday 18/03/2024	PR Content, Communications, and Engagement	Gina A Fiagbenu Afua Amankwa Sarkodie
Tuesday 19/03/2024	CORPORATE SOCIAL INVESTMENT (CSI)/CORPORATE SOCIAL RESPONSIBILITY (CSR)	Mad Ellain Sam Mad. Adikie Ayitevie
Wednesday 20/03/2024	PR ETHICS /CODE OF PROFESSIONAL PRACTICE	Albert Don-Chebe
Thursday 21/03/2024	PUBLIC SECTOR/NOT-FOR-PROFIT COMMUNICATION/PR	Paul Ansah, Robert Mensah
Friday 22/03/2024	COMMUNICATION/PR STRATEGY DEVELOPMENT	Mawuko Afadzinu, Paul Ansah

Week 4

Date and Time 5 pm – 7 pm	Subject	Resource Person
Monday 25/03/2024	Report Writing and Production	Mr. Gayheart Mensah, APR
Tuesday 26/03/2024	PR & Comms Evaluation/Measurement	<ul style="list-style-type: none"> • Adiki Ayitevie, APR, • Prof Abeiku Blankson, APR
Wednesday 27/03/2024	Visual Communication/Infographics	<ul style="list-style-type: none"> • Josephine Appiah-Nyamekye Sanni, APR • Harriet Boateng

Thursday 28/03/2024	EMOTIONAL INTELLIGENCE	<ul style="list-style-type: none">• Leonard Quarcoopome• Joselyn Ackon• Sammy Dontoh
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