

IPR GHANA ACCREDITATION PROGRAMME 2024

LEVEL 1 TIME TABLE

Week 1

Date and Time 5pm – 7pm	Subject	Resource Person
Monday 04/03/2024	Public Relations, an introduction to a professional discipline	<ul style="list-style-type: none">• Henry Nii Dottey
Tuesday 05/03/2024	Storytelling	<ul style="list-style-type: none">• Vicky Wereko Andoh,• Sammy Osei
Wednesday 06/03/2024	HOLIDAY	HOLIDAY
Thursday 07/03/2024	Media Monitoring Techniques	<ul style="list-style-type: none">• Mad. Adikie Ayitavie• Theophilus Aperkor
Friday 08/03/2024	Infographics & visualization	<ul style="list-style-type: none">• Josephine Appiah• Nyamekye Sani

Week 2 v

Date and Time 5pm – 7 pm	Subject	Resource Person
Monday 11/03/2024	Internal Communication / Engagements	<ul style="list-style-type: none">• Shirley Tony Kum• Bertha Dzeble
Tuesday 12/03/2024	PR Skills and Content Creation	<ul style="list-style-type: none">• Kwame Gyan• Henry Nii Dottey
Wednesday 13/03/2024	Introduction to Digital PR	<ul style="list-style-type: none">• Charles Ayiku• Cynthia Ofori Dwumfuo
Thursday 14/03/2024	Introduction to Protocol for formal events, Etiquette & fundamentals of dining	<ul style="list-style-type: none">• APR/Ivy Heward Mills• Rose Margaret Kpodo
Friday 15/03/2024	Events Management	<ul style="list-style-type: none">• Clarence Amoatey

	(Promotions and Event Planning)	<ul style="list-style-type: none"> Ivan Quashigah
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Week 3

Date and Time 5pm – 7 pm	Subject	Resource Person
Monday 18/03/2024	Sponsorship and Fundraising	<ul style="list-style-type: none"> Donald Gwira APR Clarence Amoatey
Tuesday 19/03/2024	Integrated Marketing Communication	Kobby Mensah, Kojo Dadzie
Wednesday 20/03/2024	Public Relations Planning	<ul style="list-style-type: none"> Mr. Gayheart Mensah, APR, Henry Nii Dottey
Thursday 21/03/2024	Presentation skills & Public speaking	Nii Okai Nunoo
Friday 22/03/2024	PR & Comms Monitoring & Evaluation	<ul style="list-style-type: none"> Prof. Abeiku Blankson Derek Adogla,

Week 4

Monday 25/03/2024	Media Management	<ul style="list-style-type: none"> Gayheart Mensah Kojo Dadzie
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