Training Course on Management of Public Relations and Customer Care

Professional Development Training Course Outline

Category	Development	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's dynamic business environment, effective public relations (PR) and customer care are essential for organizational success. Strong PR strategies enhance brand reputation, foster stakeholder trust, and improve corporate communication. Meanwhile, exceptional customer care ensures client satisfaction, loyalty, and positive word-of-mouth, driving long-term business growth. Training Course on Management of Public Relations and Customer Care is designed to equip professionals with the necessary skills to manage PR campaigns, handle customer interactions efficiently, and create a positive corporate image.

This course provides a comprehensive exploration of PR and customer care strategies, emphasizing practical applications and real-world case studies. Participants will learn how to craft compelling public relations messages, manage media relations, handle crisis communication, and implement effective customer service strategies. Through hands-on exercises, expert-led discussions, and interactive role-playing sessions, attendees will develop the ability to maintain positive public perception, enhance customer experience, and drive business success.

Programme Curriculum

Training Course on Management of Public Relations and Customer Care

Introduction

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attendees will develop the ability to maintain positive public perception, enhance customer experience, and drive business success.

Course Objectives

By the end of this course, participants will be able to:

1. Develop and execute strategic public relations campaigns.
2. Enhance corporate image through effective media relations.
3. Implement crisis communication strategies to protect brand reputation.
4. Utilize customer service techniques to improve client satisfaction.
5. Master stakeholder engagement for business growth.
6. Apply customer relationship management (CRM) best practices.
7. Develop persuasive PR messaging for different audiences.
8. Handle customer complaints and inquiries professionally.
9. Leverage digital PR and social media for brand awareness.
10. Improve interpersonal communication and conflict resolution skills.
11. Analyze public perception and manage organizational reputation.
12. Align PR strategies with corporate objectives.
13. Apply ethical considerations in PR and customer service.

Target Audience

1. PR and communication officers
2. Customer service representatives
3. Marketing professionals
4. Corporate affairs managers
5. Business owners and entrepreneurs
6. Public sector communication specialists
7. Media and public relations consultants
8. Customer experience managers

Course Content

Module 1: Fundamentals of Public Relations

- Definition and importance of PR
- PR vs. marketing and advertising
- Principles of effective PR
- PR ethics and best practices
- Case studies in successful PR campaigns

Module 2: Corporate Image and Branding

- Importance of a strong corporate image
- Brand positioning and reputation management
- Internal and external branding strategies
- Public perception and brand equity
- Role of PR in brand crisis management

Module 3: Media Relations and Press Communication

- Building relationships with the media
- Writing press releases and media kits
- Conducting successful press conferences
- Handling media interviews effectively
- Monitoring and evaluating media coverage

Module 4: Crisis Communication Management

- Identifying potential PR crises
- Developing a crisis communication plan

- Media management during crises
- Restoring brand reputation post-crisis
- Case studies on crisis communication

Module 5: Customer Service Excellence

- Fundamentals of excellent customer service
- Understanding customer expectations
- Principles of service delivery and professionalism
- Managing difficult customers and complaints
- Enhancing customer loyalty and retention

Module 6: Customer Relationship Management (CRM)

- Introduction to CRM and its importance
- CRM tools and technologies
- Building and maintaining strong customer relationships
- Data-driven customer service strategies
- Case studies on successful CRM implementation

Module 7: Digital PR and Social Media Management

- Role of digital media in PR
- Crafting engaging online content
- Social media crisis management
- Influencer collaboration for brand awareness
- Measuring social media PR impact

Module 8: Stakeholder Engagement Strategies

- Identifying and mapping stakeholders
- Effective communication with stakeholders
- Building trust and long-term relationships
- Managing stakeholder expectations
- Case studies on stakeholder management

Module 9: Effective Communication in PR and Customer Care

- Verbal and non-verbal communication skills
- Active listening techniques
- Persuasive messaging and storytelling
- Conflict resolution and negotiation skills
- Cross-cultural communication in PR

Module 10: Handling Customer Complaints and Inquiries

- Strategies for managing customer complaints
- Turning complaints into opportunities
- Complaint resolution best practices
- Creating a customer-friendly complaint-handling system
- Legal considerations in customer dispute resolution

Module 11: Ethical Considerations in PR and Customer Service

- Professional ethics in PR
- Ethical customer service practices
- Addressing ethical dilemmas in PR and customer interactions
- Corporate social responsibility and PR
- Case studies on ethical PR and customer care

Module 12: Public Perception and Reputation Management

- Measuring and analyzing public perception

- Strategies for maintaining a positive corporate reputation
- Addressing misinformation and brand negativity
- Reputation management tools and techniques
- Crisis recovery and reputation rebuilding

Module 13: Aligning PR with Corporate Objectives

- Understanding business objectives and PR alignment
- Integrating PR into corporate strategy
- Evaluating PR effectiveness
- Strategic storytelling for business impact
- Case studies on corporate PR alignment

Module 14: Personal Branding for PR and Customer Care Professionals

- The importance of personal branding
- Developing a personal brand as a PR professional
- Online reputation management
- Networking and relationship building
- Leveraging personal brand for career growth

Module 15: Measuring PR and Customer Service Performance

- Key performance indicators (KPIs) in PR and customer service
- Tools for monitoring PR campaigns and customer feedback
- Data analytics in customer service improvement
- Reporting and evaluating PR impact
- Continuous improvement in PR and customer care strategies

Training Methodology

- **Expert-Led Discussions:** Engage in interactive sessions led by seasoned PR and customer service professionals sharing industry insights and best practices.
- **Practical Workshops:** Participate in hands-on training exercises, including role-playing and real-life PR simulations.
- **Case Studies:** Analyze real-world PR and customer service scenarios to apply theoretical knowledge.
- **Group Activities and Role Plays:** Develop problem-solving skills through collaborative exercises and interactive sessions.
- **Live Demonstrations:** Observe PR and customer service best practices in action, followed by guided discussions.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com