



PR-MANAGEMENT  
COURSE



Hello!

I am Iryna Titarenko

I am here because I love to share my professional experience  
and I trully believe that the future of our world is  
in the hands of young generations.



A large, textured watercolor splash in shades of purple and pink dominates the center of the page. The splash has a soft, organic edge with some darker purple and reddish-pink tones. The background is white, with some faint, scattered watercolor splatters around the main splash.

And what  
about you?

# Briefly about our course

“Information goes out, communication goes through”, is the main principle of the course. Communication becomes an increasingly important not only to PR specialists but to all other professions as well. Once you will understand the basic principles of effective communications, you will know how to reach any audiences and as a result to achieve your objectives.



1. To provide students with a clear understanding of **communication strategy development** and selection of appropriate tools to achieve the organisation's objectives.
2. To develop students' understanding of using **research results and analytical skills** to guide the development of public relations tools and evaluate their impact.
3. To contribute into students' **writing competencies development** (skills and abilities to write and edit clear, accurate, understandable content appropriate for the chosen audiences and channels).
4. To evolve students' **public speaking skills** for effective professional public relations activities.
5. To concentrate on creation of compelling materials using skills in **strategic, critical and out-of-the-box thinking** and concept-making.
6. To apply knowledge gained in the educational process and use that knowledge in **everyday living/professional activities**.

# Course Objectives







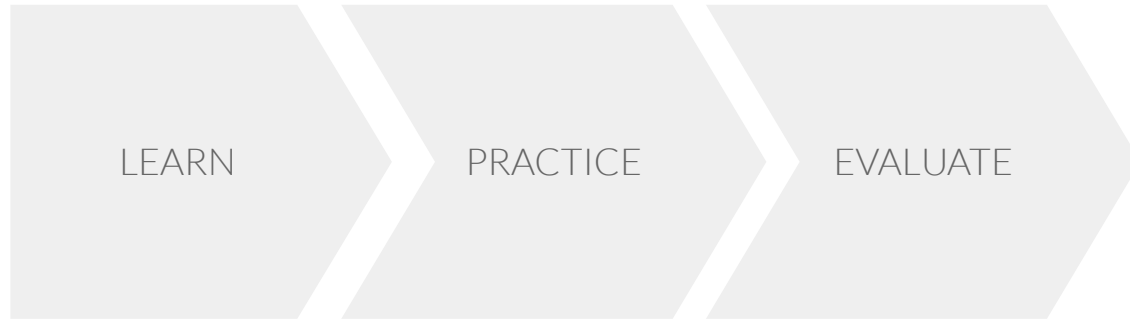
**VIDEO**

1. Self-reflect about learning, personal and professional objectives.
2. Opportunity of choice and individual projects and alternative ways to receive grades.
3. Diversity and inclusivity are crucial.
4. Positive and constructive atmosphere in class.
5. Learning by doing through practical exercises.
6. Be prepared for each class.
7. Working in groups during a class and individual work at home are equally valuable.
8. Student's active participation in discussions and group work is very important for both the student and the peers.
9. The main idea is to encourage students to understand the principles of a strategic communication and to be able to apply them in practice and to create new solutions.
10. Using different formats of learning materials.
11. Using e-gadgets during the class only for learning, practicing or searching the course related information (sound turned off).
12. Coming at time.

# Course Rules



# Our cooperation is easy





- × Attendance and participation: 12 classes X 10 points = 120 points
- × Assignments during the course: 5 assignments X 25 points = 125 points
- × Individual presentation (5-6 students will be randomly chosen each time) - 50 points
- × Midterm Test -100 points
- × Final group presentation: 1<sup>st</sup> draft 25 points + 2<sup>nd</sup> draft 25 points + final presentation 50 points = 100 points
- × Final test - 100 points

**Max total amount – 595 point**

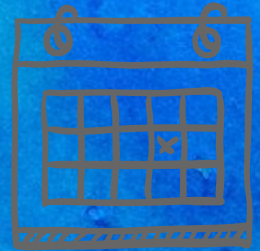
- × **Extra points** (deadline for submission is the last class before the final examination – Week 14) - Essay writing 15 extra points

# Course Activities



1. Fundamentals of effective communication
2. Research and goals setting
3. Audience analysis
4. Effective content and messaging
5. Development of specific tools
6. Evaluation of PR-activities

## Course Topics





1.

# Communication strategy elements

Let's start with the first step to understanding of  
strategic communications





**Strategic  
Communication**

**Social  
Mobilisation**

**Behaviour Change  
Communication**

**Advocacy**

**Business**



**Social sector**

# ROLE OF COMMUNICATION

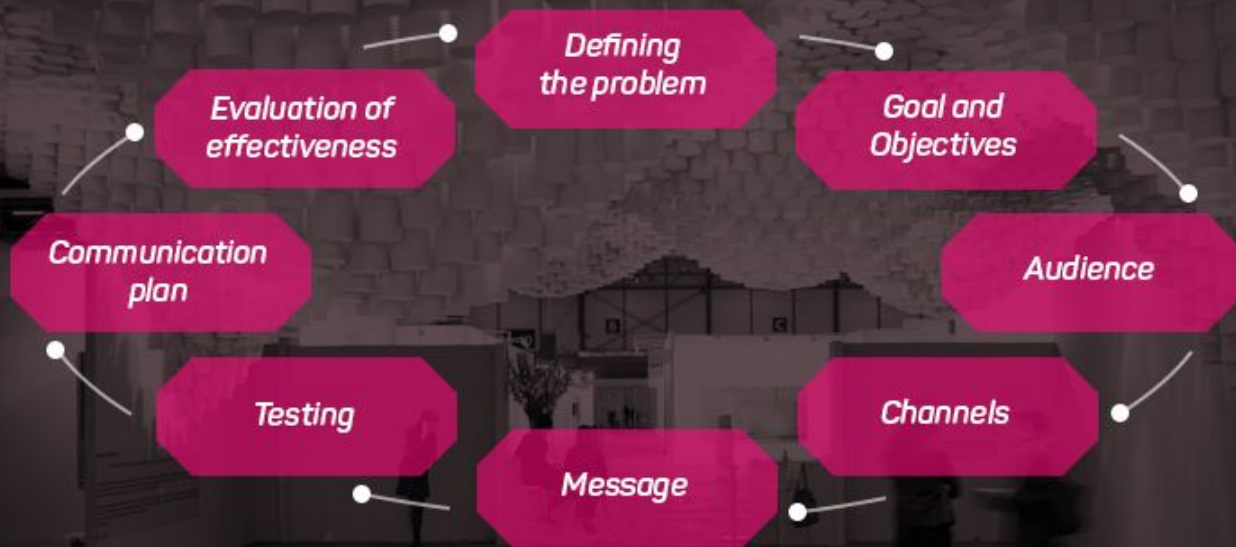
- 👉 Education
- 👉 Protection
- 👉 Awareness
- 👉 Prevention
- 👉 Reaction
- 👉 Information





# Content

# THE COMPONENTS OF A COMMUNICATION STRATEGY



**Culture &  
Creativity**

EU-Eastern Partnership Programme



2.

Different types  
of PR tools



# USEFULNESS CAN BE DELIVERED IN MANY WAYS:



Education

Empowerment

Opportunities

Advice

News

Opinion

Entertainment

Belonging

Uganda is one of the few developing countries in the world that is considered as having effectively responded to HIV and AIDS. What did Uganda do to manage its HIV and AIDS epidemic? President Yoweri Museveni of Uganda, who led his country's national response, noted the following while addressing his fellow African heads of state: "When the lion comes to your village you don't make a small shout. You make a very large shout. And you shout and shout and shout and shout. Further, the village chief [implying the top political, civic, and religious leaders] has the responsibility to shout the loudest. So when I learned about the impact of HIV on my country, as the head of state, it became my responsibility to shout the loudest".

## Case Study

# INFOTAINMENT

- Scandals
- Sensations
- Fear
- Death
- Love
- Laugh
- \$ (Money)





# Infographics

- Factsheets
- Press-releases
- Life stories
- Multimedia

# Infographics





**What else?**

...

3.

Best practice of  
PR materials





**Let's  
guess!**

**YOUR SKIN  
COLOR  
SHOULDN'T  
DICTATE  
YOUR FUTURE**









life  
away.

www.sorrygrandma.com

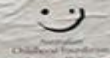
Rif Raf (Syd)  
Diatrobe (Syd)  
Matt Aubusson (Syd)  
Logan Baker  
Uone  
Forty6&Two

Level 2/322  
Little Collins Street,  
Docks, Melbourne  
322 Princes Road  
www.46and2.com.au  
info@46and2.com.au  
More on Door

THURSDAY  
with special guests:  
HUSKY  
SHE SAID YOU (Adelaide)  
JESSICA PAIGE

Neglected children  
are made  
to feel invisible.

stopchildabuse.com.au



nicholas

HOLA

LIVER  
Chapel  
RSDAY

ial guests:

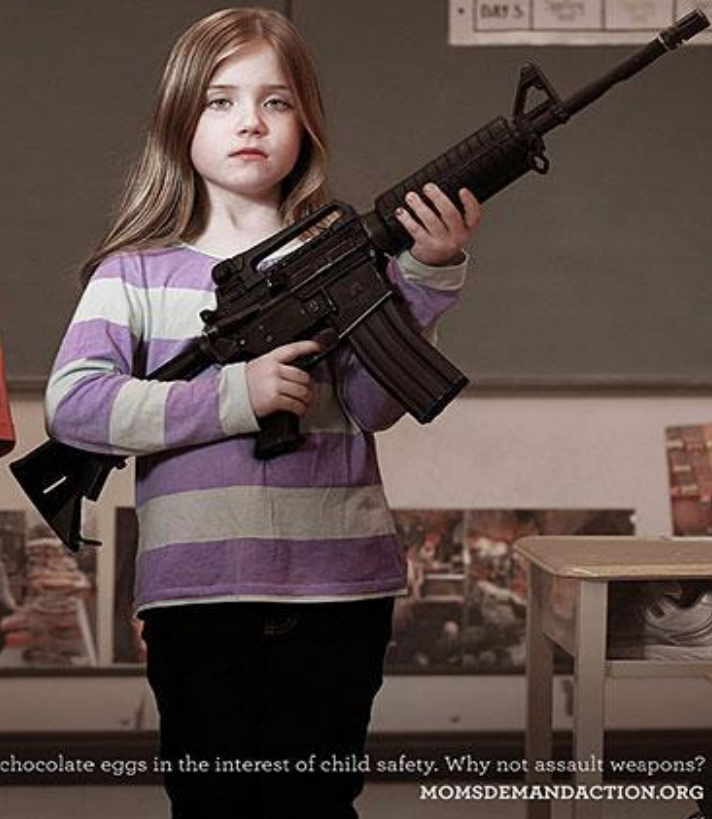
OTHERS





ONE CHILD IS HOLDING SOMETHING  
THAT'S BEEN BANNED IN AMERICA  
TO PROTECT THEM.

GUESS WHICH ONE.



We won't sell Kinder chocolate eggs in the interest of child safety. Why not assault weapons?

[MOMSDEMANDACTION.ORG](http://MOMSDEMANDACTION.ORG)







C'est jaune, c'est moche, ça ne va avec rien,  
mais ça peut vous sauver la vie.



Gilet et triangle deviennent obligatoires dans chaque véhicule. Équipez-vous dès maintenant.

[www.securite-routiere.gouv.fr](http://www.securite-routiere.gouv.fr)

**SÉCURITÉ ROUTIÈRE**  
**TOUS RESPONSABLES**



What are your  
expectations  
from the  
course?

Discussion







Important!

Divide into 5 groups for  
preparing final  
communication strategy  
presentation  
(till the next class)



H/t

× Assignment 1

Present good and bad examples of PR materials



Thanks!

Any questions?

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