



Professional  
Development  
Institute

# Certified Public Relations Specialist (CPRS)





# Welcome

The Professional Development Institute® (PDI) is one of the leading international institutions specialized in qualifying and developing professional competencies. It is headquartered in the United Kingdom (UK) and has a proven track record in preparing specialized professionals across vital sectors, including banking, finance, and insurance. PDI is distinguished by offering internationally recognized professional certifications that enhance individual efficiency and strengthen their capabilities in the global workplace.

This program aims to prepare professional specialists in Public Relations and Corporate Communication who are capable of designing and implementing comprehensive communication strategies that support institutional objectives and enhance corporate reputation and identity both locally and internationally. It also seeks to enable participants to effectively utilize traditional and digital public relations tools, and to manage media and communication crises with high professionalism, in alignment with international standards in the field.

## What you will Learn- Key Takeaways



- Understand modern public relations theories and their role as a strategic function within organizations.
- Develop integrated strategic communication plans that support reputation management and enhance stakeholder loyalty.
- Craft impactful media messages and manage them across multiple channels (traditional and digital media).
- Lead integrated media and marketing campaigns using advanced analysis and measurement tools.
- Manage corporate reputation locally and globally, and handle high-sensitivity issues effectively.
- Apply best practices in crisis communication by developing proactive communication response plans.

## What you will Learn- Key Takeaways



- Strengthen internal communication to build a positive work culture aligned with organizational goals.
- Utilize social media and digital platforms to enhance public relations efforts and expand influence.
- Use performance evaluation tools to measure the return on investment (ROI) of public relations activities.
- Adhere to global ethical, professional, and legal standards governing the practice of public relations.

# Curriculum



- **Module 1:** Advanced Principles and Strategies of Public Relations
- **Module 2:** Designing and Implementing Communication Strategies
- **Module 3:** Media Relations and Corporate Reputation Management
- **Module 4:** Digital Public Relations and Media Transformation
- **Module 5:** Crisis Communication and Media Response Management
- **Module 6:** Internal Communication and Employee Engagement
- **Module 7:** Performance Evaluation and Return on Communication Measurement
- **Module 8:** Ethics and Professional Practices

## Target Audience:

- Public Relations Officers and Specialists
- Corporate Communication and Media Relations Professionals
- PR and Communications Managers and Team Leaders
- Marketing and Brand Communication Executives
- Social Media and Digital Communication Coordinators
- Community Outreach and Stakeholder Relations Officers



## Further Information

### Eligibility Requirements


Applicants must:

- Hold a degree from a recognized educational organization.
- Have professional experience in the field.
- Sit for and pass the certification examination.
- Adhere to the Professional Development Institute (PDI) Code of Ethics.

### About Exam:

- The examination is offered in multiple languages to support international candidates.
- All candidates are required to sit for their exam at an accredited PDI Test Centre.
- The exam duration is (3) hours.
- Each exam consists of 100 multiple-choice questions (MCQs).

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