

PUBLIC RELATIONS & EVENT MANAGEMENT

Does working in a challenging environment where no two days are the same excite you?

Then this course is a must for you! Although many students will come to Oakfields College wanting to study just event management, a big advantage of studying with us is that you will also study public relations, which is essential if you want to be a successful events manager.

This one year **Further Education and Training Certificate in Public Relations (including event management)** is run by experts who have a wealth of practical experience in this industry. The course will provide you with the skills needed to become a highly regarded public relations practitioner and events manager; focusing on building confidence, understanding the dynamics of working with a diverse group of people and acquiring skills for professional conduct in a business situation.

You will be introduced to the techniques that experienced and professional event organisers continuously use, rely on and are well trained in such as the planning, designing, executing and managing of an event and co-ordinating functions with the appropriate departments within an organisation. You will also learn how to implement a marketing strategy for an event and how to lead and motivate effectively.

You will organise a number of practical events during the year, including a fashion show and a battle of the bands, which means that you will be able to add some experience to your CV. You will interact with students from other courses while organising campus events. Through this you will gain valuable real-life experience of dealing with 'clients' and understanding their needs.

The following subjects are included:

- Public Relations
- Event Management
- Academic Literacy
- Integrated Marketing Communication
- Wedding Planning
- Professional Development
- Work Integrated Learning



Contact your closest campus for pricing options

Johannesburg Campus
Tel: 010 591 7314

Stoneridge Centre
Corner Hereford and
Modderfontein Roads
Greenstone, Edenvale
jhb@oakfieldscollege.co.za

Pretoria Campus
Tel: 012 361 0416

Lynnridge Mall
Corner Jacobson Drive
and Lynnwood Road
Lynnwood Ridge, Pretoria
info@oakfieldscollege.co.za

Somerset West Campus
Tel: 021 850 0383

Bizweni Campus
Bizweni Avenue
Somerset West
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