

HRODC Postgraduate Training Institute



A Postgraduate - Only Institution



#087

**Public Relations in
Principle and Practice**

Postgraduate Short Course

Leading To:

DIPLOMA - POSTGRADUATE IN

**Public Relations
Quad Credit, 120 Credit-Hours**

Accumulating to A

**Postgraduate Certificate, With 60 Additional Credit-
Hours, or A**

**Postgraduate Diploma, With 240 Additional
Credit-Hours**

HRODC Postgraduate Training Institute

HQ : 122A Bhylls Lane, Castlecroft, Wolverhampton, West Midlands WV3 8DZ, UK



Prof. Dr. Ronald B. Crawford - Director

PhD (Uni London); M. Ed. M (Bristol); PGCIS (UWL); Adv. Dip. Sc. Ed (Bristol); Dip. Doc.
Res. (Uni Wlv); F.I.M.S.; HR. S. (I.M.S.); Exec. M. AOM; M. AAM; M.I.S.G.S.; M.S.C.O.S.;
M. RG. C.



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Websites:
<https://www.hrodc.com/>
<https://www.hrodc.london>
[postgraduateshortcourses.com/](https://www.postgraduateshortcourses.com/)

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HRODC Postgraduate Training Institute, A Postgraduate-Only Institution
Our UK Government's Verification and Registration

Our Institute is Verified by, and Registered with, the United Kingdom (UK) Register of Learning Providers (UKRLP), of the Department for Education (DfE). Its UK Provider Reference Number (UKPRN) is: 10019585 and might be located at: <https://www.ukrlp.co.uk/>.

Course Coordinator:

Prof. Dr. R. B. Crawford is the Director of HRODC Postgraduate Training Institute, A Postgraduate-Only Institution. He has the following Qualifications and Affiliations:

- Doctor of Philosophy {(PhD) {University College London (UCL) - University of London}};
- MEd Management (University of Bath);
- Postgraduate (Advanced) Diploma Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);



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- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Member of ResearchGate;
- Executive Member of Academy of Management (AOM). There, his contribution incorporates the judging of competitions, review of journal articles, and guiding the development of conference papers. He also contributes to the Disciplines of:
 - Human Resources;
 - Organization and Management Theory;
 - Organization Development and Change;
 - Research Methods;
 - Conflict Management;
 - Organizational Behavior;
 - Management Consulting;
 - Gender & Diversity in Organizations; and
 - Critical Management Studies.

Professor Dr. Crawford has been an Academic in the following UK Universities:

- University of London (Royal Holloway), as Research Tutor;
- University of Greenwich (Business School), as Senior Lecturer (Associate Professor), in Organisational Behaviour and Human Resource Management;
- University of Wolverhampton, (Wolverhampton Business School), as Senior Lecturer (Associate Professor), in Organisational Behaviour and Human Resource Management;
- London Southbank University (Business School), as Lecturer and Unit Leader.


His responsibilities in these roles included:

- Doctoral Research Supervisor;
- Admissions Tutor;
- Postgraduate and Undergraduate Dissertation Supervisor;
- Programme Leader;
- Personal Tutor

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For Whom This Course is Designed

This Course is Designed For:

- Public Relations Professionals;
- Public Relations Practitioners;
- Marketers and Public Relations Managers;
- Board of Directors;
- Business Owners;
- Customer Service Managers;
- Sales and Development Business Managers;
- HR professionals who have communications roles;
- Managers who want to add high-level communications skills to their personal portfolios;
- Other key personnel in the organization whose work involves contact and interaction with internal/external public.

Classroom-Based Duration and Cost:

Classroom-Based Duration:	20 Days
Classroom-Based Cost:	£20,000.00 Per Delegate

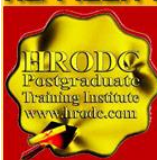
Online (Video-Enhanced) Duration and Cost

Online Duration:	40 Days – 3 Hours Per Day
Online Cost:	£13,400.00 Per Delegate

Classroom-Based Course and Programme Cost includes:

- Free Continuous snacks throughout the Event Days;
- Free Hot Lunch on Event Days;
- Free City Tour;
- Free Stationery;
- Free On-site Internet Access;

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Public Relations in Principle and Practice, Leading to Diploma Postgraduate - in Public Relations (Quad Credit)
, and 120 Credit-Hours, Accumulating to A Postgraduate Certificate, with 60 Additional Credit-Hours, a
Postgraduate Diploma, with -240 Additional Credit-Hours

- Postgraduate Diploma/ Diploma – Postgraduate –or
- Certificate of Attendance and Participation – if unsuccessful on resit.

Students and Delegates will be given a Selection of our Complimentary Products, which include:

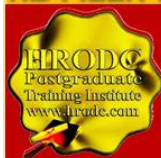
- **Our Branded Leather Conference Folder;**
- **Our Branded Leather Conference Ring Binder/ Writing Pad;**
- **Our Branded Key Ring/ Chain;**
- **Our Branded Leather Conference (Computer – Phone) Bag – Black or Brown;**
- **Our Branded 8-16 GB USB Flash Memory Drive, with Course Material;**
- **Our Branded Metal Pen;**
- **Our Branded Polo Shirt.;**
- **Our Branded Carrier Bag.**

Daily Schedule: 9:30 to 4:30 pm.

Delivery Locations:

- 1. Central London, UK;**
- 2. Dubai, UAE;**
- 3. Kuala Lumpur, Malaysia;**
- 4. Amsterdam, The Netherlands;**
- 5. Brussels, Belgium;**
- 6. Paris, France; and**
- 7. Durban, South Africa;**
- 8. Other International Locations, on request.**

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M. RG. C.

Public Relations in Principle and Practice Course

**Leading to Diploma – Postgraduate – in Public Relations (Quad Credit)
and 120 Credit-Hours, Accumulating to a Postgraduate Certificate, with
60 Additional Credit-Hours, or a Postgraduate Diploma, with 240
Additional Credit-Hours**

Course Contents, Concepts and Issues

Module 1

Public Relations and Pertinent Evolutionary Issues (1)

M1. Part 1: Defining Public Relations

- Popularity of Public Relations;
- Planned Process to Influence Public Opinion;
- Public Relations as Management Interpreter;
- Public Relations as Public Interpreter;
- The Publics of Public Relations;
- The Functions of Public Relations;
- The Curse of “Spin”;
- Technical/Attitudinal Requirements for Public Relations Work.

M1. Part 2: The Growth and Future of Public Relations

- Ancient Beginnings;
- The Father of Modern Public Relations;
- The Growth of Modern Public Relations;
- Public Relations Comes of Age;
- Public Relations Education.

Preparing Your Public Relation Role

M1. Part 3: Communication in Public Relations

- Purposes of Communication;
- Theories of Communication: Traditional;
- Theories of Communication: Contemporary;
- The Word;
- The Message;
- Receiver's Bias;
- Feedback.

M1. Part 4: Public Opinion and Public Relations

- Defining Public Opinion;
- What Are Attitudes?;
- How Are Attitudes Influenced?;
- Attitude Change Motivation;
- Power of Persuasion;
- How to Influence Public Opinion;
- Polishing the Corporate Image;
- Maintaining and Managing Reputation.

M1. Part 5: Public Relations Management and Planning

- Management Process of Public Relations;
- Reporting To Top Management;
- Conceptualizing the Public Relations Plan;
- Creating the Public Relations Plan;
- Activating the Public Relations Plan;
- Setting Public Relations Objectives;
- Budgeting For Public Relations;

- Implementing Public Relations Programs;
- The Public Relations Department;
- The Public Relations Agency;
- Reputation Management;
- The Jobs;
- Payment;
- Women and Minorities.

M1. Part 6: Employing Ethics in Public Relations

- Doing the “Right Thing”;
- Ethics in Business;
- Corporate Codes of Conduct;
- Corporate Social Responsibility;
- Ethics in Government;
- Ethics in Journalism;
- Ethics in Public Relations.

M1. Part 7: The Legal Parameter of Public Relations

- Public Relations and the Law;
- The First Amendment;
- Defamation Law;
- Insider Trading;
- Disclosure Law;
- Ethics Law;
- Copyright Law.

M1. Part 8: Research and Public Relations

- Role of Research in Public Relations;
- What Constitute Research;
- Principles for Public Relations Research;
- Types of Public Relations Research;
- Methods of Public Relations Research;
- Surveys;
- The Sample;
- The Questionnaire;
- Interviews;
- Results Analysis;
- Communications Audits;
- Unobtrusive Methods;
- Evaluation;
- Measuring Public Relations Outcomes;
- Research and the Web;
- Making Use of Outside Research Help.

Events, Promotions, Entertainment, Sports and Tourism

M1. Part 9: Meeting, Banquets, Conventions, Trade Shows and Promotional Activities (1)

- Activities:
 - Events;
 - Prime Brand-Building Opportunities;
 - Detailed Planning and Logistics.
- Group Meetings:
 - Meeting Location;
 - Meeting Invitations;
 - Planning and Hosting a Successful Meeting;

- Meeting Facilities;
- Getting the Meeting Started;
- Speakers;
- Meals.

M1. Part 10: Meeting, Banquets, Conventions, Trade Shows and Promotional Activities (2)

- Banquets:
 - Expenses;
 - Hosts/Speakers;
 - Timelines;
 - Creating a Budget;
 - Receptions and Cocktail Parties.
- Open House and Plant Tours:
 - Planning a Successful Open House.
- Conventions:
 - Convention Planning;
 - Convention Programs.
- Trade Shows:
 - Exhibit Booths;
 - Press Rooms and Media Relations;
 - Working with the Media at Trade Shows.
- Promotional Events:
 - Corporate Sponsorships: Another Kind of Event;
 - Celebrity Appearances;
 - Promotional Event Logistics.

M1. Part 11: Entertainment, Sports and Tourism

- Promoting a Personality:
 - The Cult of Celebrity;
 - The Personality Campaign;
 - Damage Control and Personal Publicity;
 - Multiple Media Simultaneously;
 - Personal Appearances;
 - Campaign Evaluations.
- Promoting an Entertainment Event;
- Sports Publicity:
 - Sports Mania Worldwide Stimulated by PR Efforts;
 - Tools of Sports Publicists;
 - Emerging Sports (e.g., Soccer);
 - Sponsorship Management.
- Travel Promotion:
 - Three Steps of Travel PR;
 - Familiarization Trips;
 - Appeals To Target Audiences;
 - Ethics in Action: “Freebies”;
 - Tourism in Times of Crisis.

Module 2 Public Relations in Principle and Practice (2)

Dealing with the Public

M2. Part 1: Print Media Relations

- Impartiality of the Media;
- Number One Medium;
- Prominence of Electronic Media;
- The Internet Factor;
- Dealing with the Media;
- Attracting Publicity;
- Value of Publicity;
- Pitching Publicity;
- Online Publicity;
- Handling Media Interviews.

M2. Part 2: Employee Relation

- Strong Employee Relations towards Solid Organizations;
- Dealing With the Employee Public;
- Trusted Communications;
- Credibility;
- S-H-O-C the Troops;
- Employee Communications Tactics;
- Internal Communications Audits;
- Online Communications;
- The Intranet;
- Print Publications;
- Bulletin Boards;
- Suggestion Box/Town Hall Meetings;
- Internal Video;

- Face-To-Face Communications;
- The Grapevine.

M2. Part 3: Multicultural Community Relations

- Community Social Responsibility;
- Community Relations Expectations;
- Objectives of Community Relations;
- Community Relations on the Web;
- Serving Diverse Communities;
- Non-profit Public Relations.

M2. Part 4: Government Relations: Enhancing Public Relations Effectiveness

- Public Relations
- Public Relations in Government
- Government Practitioners
- Two Prominent Departments
- The President
- The President's Press Secretary
- Lobbying the Government
- What Do Lobbyists Do?
- Do-It-Yourself Lobbying
- Political Action Committees
- Dealing with Local Government

M2. Part 5: Consumer or Client Relations in Public Relations

- Worldwide Consumer Class;
- Objectives of Consumer Relations;
- Consumer-Generated Media;
- Customer Complaints Handling;

- The Consumer Movement;
- Federal Consumer Agencies;
- Consumer Activists on the Internet;
- Business Gets the Message.

International Relations Dimensions of Public Relations

M2. Part 6: International Relations

- International Operation;
- Overview of Public Relations in:
 - Canada;
 - Europe;
 - Latin America;
 - Japan;
 - China;
 - Asia;
 - Eastern Europe;
 - Russia;
 - Australia/New Zealand;
 - Africa;
 - Middle East.

Public Relations Implementation

M2. Part 7: Public Relations Writing

- Writing for Viewing and Listening;
- Fundamentals of Writing;
- Flesch Readability Formula;
- Ysela Cornerstones of Corporate Writing;
- The Inverted Pyramid Style in Writing;

- The News Release;
- News Release News Value;
- News Release Content;
- News Release Style;
- News Release Essentials;
- The Social Media News Release;
- Writing Internet News Releases;
- Importance of Editing.

M2. Part 8: Public Relations and the Internet

- Brief History of the Internet;
- Public Relations and the Internet;
- Web Sites;
- Email;
- Blogs;
- Social Networks;
- Other Web-Based Communications Vehicles;
- Darker Side Of Online Communications.

M2. Part 9: Integrated Marketing Communications

- Public Relations vs. Marketing vs. Advertising;
- Product Publicity;
- Third-Party Endorsement;
- Building a Brand;
- Public Relations Advertising;
- Traditional Integrated Marketing;
- Purposes of Public Relations Advertising;
- 21st Century Integrated Marketing.

M2. Part 10: Crisis Management

- Issues Management;
- Risk Communication and Message Mapping;
- Managing In a Crisis;
- Planning In a Crisis;
- Communicating In a Crisis;
- Engaging the Media.

M2. Part 11: Launching Career in Public Relations

- Public Relations in Economic Downturn;
- Organising the Job Search;
- Organising the Job Interview;
- Mapping a Career Path;
- Ensuring Public Relations Success.

Postgraduate Diploma, Postgraduate Certificate, and Diploma – Postgraduate - Short Course Regulation

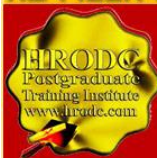
Postgraduate Certificate, Postgraduate Diploma, and Diploma – Postgraduate: Their Distinction, Credit Value and Award Title

Postgraduate Short Courses of a minimum of five days' duration, are referred to as Diploma – Postgraduate. This means that they are postgraduate credits, towards a Postgraduate Certificate and Postgraduate Diploma. Postgraduate Certificate and Postgraduate Diploma represent Programmes of Study, leading to Awards bearing their title prefixes. While we, refer to our short studies, of 5 days to five weeks, as 'Courses', those with duration of 6 weeks and more are labelled 'Programmes'. Nevertheless, in line with popular usage, we often refer to all study durations as 'Courses'. Another mark of distinction, in this regard, is that participants in a short course are referred to as 'Delegates', as opposed to the term 'Students', which is confined to those studying a Postgraduate Programme.

Courses are of varying Credit-Values; some being Single-Credit, Double-Credit, Triple-Credit, Quad-Credit, 5-Credit, etc. These short courses accumulate to Postgraduate Certificate, with a total of 180 Credit-Hours (= 6 X 5-Day Courses or 3 X 10-Day Courses), or Postgraduate Diploma, with a total of 360 Credit-Hours (= 12 X 5-Day Courses or 6 X 10-Day Courses).

Delegates studying courses of 5-7 days' duration, equivalent to 30-42 Credit-Hours (Direct Lecturer Contact), will, on successful assessment, receive the Diploma – Postgraduate Award. This represents a single credit at Postgraduate Level. While 6-day and 7-day courses also lead to a Diploma – Postgraduate, they accumulate 36 and 42 Credit Hours, respectively.

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Postgraduate Certificate, Postgraduate Diploma, and Diploma – Postgraduate Assessment Requirement

Because of the intensive nature of our courses and programmes, assessment will largely be in-course, adopting differing formats. These assessment formats include, but not limited to, in-class tests, assignments, end of course examinations. Based on these assessments, successful candidates will receive the Diploma – Postgraduate, Postgraduate Certificate, or Postgraduate Diploma, as appropriate.

In the case of Diploma – Postgraduate, a minimum of 70% overall pass is expected. In order to receive the Awards of Postgraduate Certificate and Postgraduate Diploma, candidates must have accumulated at least the required minimum 'Credit-Hours', with a pass (of 70% and above) in at least 70% of the courses taken.

Delegates and students who fail to achieve the requirement for Postgraduate Certificate, Postgraduate Diploma, or Diploma - Postgraduate - will be given support for 2 re-submissions for each course. Those delegates who fail to achieve the assessment requirement for the Postgraduate Diploma or Diploma - Postgraduate - on 2 resubmissions, or those who elect not to receive them, will be awarded the Certificate of Attendance and Participation.

Diploma – Postgraduate, Postgraduate Certificate, and Postgraduate Diploma Application Requirements

Applicants for Diploma – Postgraduate – Postgraduate Certificate, and Postgraduate Diploma are required to submit the following documents:

- Completed Postgraduate Application Form, including a passport sized picture affixed to the form;
- A copy of Issue and Photo (bio data) page of the applicant's current valid passport or copy of his or her Photo-embedded National Identity Card;
- Copies of credentials mentioned in the application form.

Admission and Enrolment Procedure

- On receipt of all the above documents we will assess applicants' suitability for the Course or Programme for which they have applied;
- If they are accepted on their chosen Course or Programme, they will be notified accordingly and sent Admission Letters and Invoices;
- One week after the receipt of an applicant's payment or official payment notification, the relevant Course or Programme Tutor will contact him or her, by e-mail or telephone, welcoming him or her to HRODC Postgraduate Training Institute;
- Those intending to study in a foreign country, and require a Visa, will be sent the necessary immigration documentation, to support their application;
- Applicants will be notified of the dates, location and venue of enrolment and orientation, where appropriate.

Modes of Study and Duration of Postgraduate Certificate and Postgraduate Diploma Programmes

There are two delivery formats for Postgraduate Certificate and Postgraduate Diploma Programmes, as follows:

1. Intensive Full-time (Classroom-Based) Mode, lasting 3 months for Postgraduate Diploma, and 6 weeks for Postgraduate Certificate. These durations are based on six hours' lecturer-contact per day, five days (30 hours) per week, for Postgraduate Diploma;
2. Video-Enhanced On-Line Mode. This interactive online mode lasts twenty (20) weeks, for Postgraduate Diploma, and ten (10) weeks for Postgraduate Certificate. Our calculation is based on three hours per day, six days per week.

Whichever study mode is selected, the aggregate of 360 Credit Hours must be achieved.

Introducing Our Video-Enhanced Online Study Mode

In a move away from the traditional online courses and embracing recent developments in technology-mediated distance education, HRODC Postgraduate Training Institute has introduced a Video-Enhanced Online delivery. This Online mode of delivery is revolutionary and, at the time of writing, unique to HRODC Postgraduate Training Institute.

You are taught as individuals, on a one-to-one or one-to-small-group basis. You see the tutor face to-face, for the duration of your course. You will interact with the tutor, ask and address questions; sit examinations in the presence of the tutor. It is as real as any face-to-face lecture and seminar can be. Choose from a wide range of Diploma – Postgraduate Courses and an increasing number of Specialist Postgraduate Certificate and Postgraduate Diploma Programmes. You might also accumulate Postgraduate Short Courses, via this mode of study, over a 6-year period, towards a Postgraduate Certificate or Postgraduate Diploma.

Key Features of Our Online Study: Video-Enhanced Online Mode

- The tutor meets the group and presents the course, via Video, in a similar way to its classroom-based counterpart;
- All participants are able to see, and interact with, each other, and with the tutor;
- They watch and discuss the various video cases and demonstrations that form an integral part of our delivery methodology;
- Their assessment is structured in the same way as it is done in a classroom setting;
- The Video-Enhanced Online mode of training usually starts on the 1st of each month, with the cut-off date being the 20th of each month, for inclusion the following month;
- Its duration is twice as long as its classroom-based counterpart. For example, a 5-day (30 Credit Hours) classroom-based course will last 10 days, in Video-Enhanced Online mode. This calculation is based on 3 hours tuition per day, adhering to the Institute's required 30 Credit-Hours;
- The cost of the Video-Enhanced Online mode is 67% of similar classroom-based courses;

- For example, a 5-day classroom-based course, which costs Five Thousand Pounds, is only Three Thousand Three Hundred and Fifty Pounds (£3,350.00) in Video-Enhanced Online Mode.

10-Week Video-Enhanced Online Postgraduate Certificate and 20-Week Video-Enhanced Online Postgraduate Diploma

You might study an Online Postgraduate Certificate or Online Postgraduate Diploma, in 10 and 20 weeks, respectively, in the comfort of your office or homes, through HRODC Postgraduate Training Institute's Video-Enhanced Online Delivery. We will deliver the 180 Credit-Hours and 360 Credit-Hours, in line with our regulation, through 'Direct-Lecturer-Contact', within the stipulated timeframe. We aim to fit the tuition around your work, family commitment and leisure, thereby enhancing your maintenance of an effective 'work-study-life-style balance', at times convenient to you and your appointed tutor.

Cumulative Postgraduate Certificate and Postgraduate Diploma Courses

All short courses can accumulate to the required number of Credit-Hours, for the Postgraduate Certificate and Postgraduate Diploma, over a six-year period from first registration and applies to both general and specialist groupings. In this regard, it is important to note that short courses vary in length, the minimum being 5 days (Diploma – Postgraduate) – equivalent to 30 Credit Hours, representing one credit, as is tabulated below.

On this basis, the definitive calculation on the Award requirement is based on the number of hours studied (aggregate credit-value), rather than merely the number of credits achieved. This approach is particularly useful when a student or delegate studies a mixture of courses of different credit-values.

For those delegates choosing the accumulative route, it is advisable that at least one or two credits be attempted each year. This will ensure that the required 180 Credit-Hours and 360 Credit-Hours, for the Postgraduate Certificate and Postgraduate Diploma, respectively, are

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Examples of Postgraduate Course Credits: Their Value, Award Prefix & Suffix – Based on 5-Day Multiples		
Credit Value	Credit Hours	Award Title Prefix (& Suffix)
Single-Credit	30-54	Diploma - Postgraduate
Double-Credit	60-84	Diploma – Postgraduate (Double-Credit)
Triple-Credit	90-114	Diploma – Postgraduate (Triple-Credit)
Quad-Credit	120-144	Diploma – Postgraduate (Quad-Credit)
5-Credit	150-174	Diploma – Postgraduate (5-Credit)
6-Credit	180-204	Postgraduate Certificate
7-Credit	210-234	Postgraduate Certificate (+ 1 Credit)
8-Credit	240-264	Postgraduate Certificate (+2 Credits)
9-Credit	270-294	Postgraduate Certificate (+3 Credits)
10-Credit	300-324	Postgraduate Certificate (+ 4 Credits)
11-Credit	330-354	Postgraduate Certificate (+5 Credits)
12-Credit	360	Postgraduate Diploma
360 Credit-Hours = Postgraduate Diploma		
12 X 5-Day Courses = 360 Credit-Hours = Postgraduate Diploma		
10 X 6-Day Courses = 360 Credit-Hours = Postgraduate Diploma		


Exemplification of Accumulated Postgraduate Certificate and Postgraduate Diploma Award Titles

All Specialist Postgraduate Certificate and Postgraduate Diploma Programmes have their predetermined Award Titles. Where delegates do not follow a Specialism, for accumulation to a Postgraduate Diploma, they will normally be Awarded a General Award, without any Specialist Award Title. However, a Specialist Award will be given, where a delegate studies

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1. **Postgraduate Diploma in Accounting and Finance;**
2. **Postgraduate Certificate in Accounting and Finance;**
3. **Postgraduate Certificate in Aviation Management;**
4. **Postgraduate Diploma in Aviation Management;**
5. **Postgraduate Certificate in Industrial Health and Safety Management, Incorporating Oil and Gas Safety;**
6. **Postgraduate Diploma in Industrial Health and Safety Management, Incorporating Oil and Gas Safety;**
7. **Postgraduate Certificate in Business Communication;**
8. **Postgraduate Diploma in Business Communication;**
9. **Postgraduate Certificate in Corporate Governance;**
10. **Postgraduate Diploma in Corporate Governance;**
11. **Postgraduate Certificate in Costing and Budgeting;**
12. **Postgraduate Diploma in Costing and Budgeting;**
13. **Postgraduate Certificate in Client or Customer Relations;**
14. **Postgraduate Diploma in Client or Customer Relations;**
15. **Postgraduate Certificate in Engineering and Technical Skills;**
16. **Postgraduate Diploma in Engineering and Technical Skills;**
17. **Postgraduate Certificate in Events Management;**
18. **Postgraduate Diploma in Events Management;**
19. **Postgraduate Certificate in Health and Safety Management;**
20. **Postgraduate Diploma in Health and Safety Management;**
21. **Postgraduate Certificate in Health Care Management;**
22. **Postgraduate Diploma in Health Care Management;**
23. **Postgraduate Certificate in Human Resource Development;**
24. **Postgraduate Diploma in Human Resource Development;**
25. **Postgraduate Certificate in Human Resource Management;**
26. **Postgraduate Diploma in Human Resource Management;**

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- 27. Postgraduate Certificate in Information and Communications Technology (ICT);**
- 28. Postgraduate Diploma in Information and Communications Technology (ICT);**
- 29. Postgraduate Certificate in Leadership Skills;**
- 30. Postgraduate Diploma in Leadership Skills;**
- 31. Postgraduate Certificate in Law – International and National;**
- 32. Postgraduate Diploma in Law – International and National;**
- 33. Postgraduate Certificate in Logistics and Supply Chain Management;**
- 34. Postgraduate Diploma in Logistics and Supply Chain Management;**
- 35. Postgraduate Certificate in Management Skills;**
- 36. Postgraduate Diploma in Management Skills;**
- 37. Postgraduate Certificate in Maritime Studies;**
- 38. Postgraduate Diploma in Maritime Studies;**
- 39. Postgraduate Certificate in Oil and Gas Operation;**
- 40. Postgraduate Diploma in Oil and Gas Operation;**
- 41. Postgraduate Certificate in Oil and Gas Accounting;**
- 42. Postgraduate Diploma in Oil and Gas Accounting;**
- 43. Postgraduate Certificate in Politics and Economic Development;**
- 44. Postgraduate Diploma in Politics and Economic Development;**
- 45. Postgraduate Certificate in Procurement Management;**
- 46. Postgraduate Diploma in Procurement Management;**
- 47. Postgraduate Certificate in Project Management;**
- 48. Postgraduate Diploma in Project Management;**
- 49. Postgraduate Certificate in Public Administration;**
- 50. Postgraduate Diploma in Public Administration;**
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59. Postgraduate Certificate in Sales and Marketing;

60. Postgraduate Diploma in Sales and Marketing;

61. Postgraduate Certificate in Travel, Tourism and International Relations;

62. Postgraduate Diploma in Travel, Tourism and International Relations.

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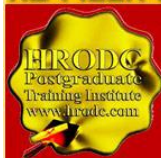
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