



NATIONAL INSTITUTE FOR PRODUCTIVITY

MANAGEMENT OF PUBLIC RELATIONS AND CUSTOMER CARE COURSE



Course Objective

To furnish participants with public relations and customer care skills which will enable them to improve public and customer relations in their respective organisations.

Target Participants

Public Relations Managers/ Officers, Communications Managers/ Officers, Customer Relations Managers/ Officers.

Key Topics

Public Relations Concepts; Problems Facing PR Practitioners; Management Principles and PR; Personal Styles Inventory; Advertising and Media Techniques; Public Speaking; Successful Negotiations; Understanding your Customers; Effective Communication; Handling Customer's Complaints; Converting Customer Complaints into Business Opportunities; Measuring Customer's Level of Satisfaction; Report Writing.

Learning Outcome

At the end of this course, participants are expected to be in a better position to manage public and customer relations in their organisations.

Training Methodology

A combination of class-room lectures, hands-on-practice sessions, video shows, case studies, work groups assignments and presentations.

Medium of Instruction

English

Venue

Morogoro – Tushikamane Centre

Duration

2 weeks

Fee and Mode of Payment

The fee: Tshs. **975,000/=** must be PAID IN ADVANCE to National Institute for Productivity through CRDB Bank, Account Number 01J1042999200, Tower Branch; otherwise the nominee will not be allowed to join the course.

Note:

Please take note that hotel accommodation, meals, travel and out of pocket expenses will be borne by the sponsoring organization. The fee covers only tuition, courseware and light refreshments during morning breaks and administrative expenses. Contact NIP office before reporting to the training venue.

Our Contacts

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