



Media And Public Relations

SEHG-SM-2277 · Business · approx. 9 min seat time · English · 100% online, self-paced

Accreditation & industry alignments: none verified on record — institutional accreditor mapping pending

COURSE DESCRIPTION

Sales & Marketing course covering media and public relations. Self-paced lessons with applied exercises.

WHO THIS COURSE IS FOR

Working professionals, team leads, and career-changers who want practical, job-ready Business skills — no prior coursework required. Teams and organizations can enroll groups for consistent, measurable upskilling.

WHAT'S INCLUDED

- 1 clock hour(s) of self-paced online learning
- 12 course modules
- 9 instructional videos — 9 minutes of total video runtime
- This syllabus (PDF), downloadable for reference
- Official SEHG Certificate of Completion upon finishing the course
- Language editions: English · Español

Delivered 100% online and self-paced in the SEHG learning platform. This section lists the materials currently delivered for this course.

MODULE MAP

- **Module 1 — Introduction**
 - Course Objectives
- **Module 2 — Networking for Success (I)**
 - Creating an Effective Introduction
 - Making a Great First Impression
- **Module 3 — Networking For Success (II)**
 - Minimizing Nervousness
 - Using Business Cards Effectively
 - Remembering Names
- **Module 4 — The Meet and Greet**
 - The Three-Step Process
 - The Four Levels of Conversation
- **Module 5 — Dressing for Success**
 - The Meaning of Colors
 - Interpreting Common Dress Codes
 - Deciding What to Wear
- **Module 6 — Writing**
 - Business Letters
 - Writing Proposals
 - Reports

- Executive Summaries
- **Module 7 — Setting Goals**
 - Understanding Goals
 - SMART Goals
 - Helping Others With Goal Setting
- **Module 8 — Media Relations**
 - Television
 - Print
 - Web Presence, Blogs & the Internet
- **Module 9 — Issues and Crisis Communication Planning**
 - Gauging the Impending Crisis Level
 - Providing Feedback and Insights
 - How Information Will be Distributed
 - Tracking the Overall Effect
- **Module 10 — Social Media (The PR Toolkit)**
 - Blogs
 - Wikis
 - Podcasts
 - Social Bookmarks
 - RSS Feeds
- **Module 11 — Employee Communications**
 - Verbal Communication
 - Non-Verbal Communication
 - Email Etiquette
 - Negotiation Skills
 - Making an Impact
- **Module 12 — Assessment**

COMPLETION & CERTIFICATION

Completion-based: a certificate of completion is issued after all course videos have been viewed.
The certificate of completion is non-credit. This course does not currently carry academic credit or CEUs.

OFFICIAL SEHG CERTIFICATE

Graduates receive the official Synergy University Education Certificate of Completion — issued by the Office of the Registrar with a unique credential ID, shareable to LinkedIn and verifiable online.

Every certificate carries a unique credential ID — verify at:

SynergyEducation.AI/verify

SUPPORT, ACCESS & POLICIES

- Support: CEO@SynergyEducation.AI
- Accessibility: ADA/WCAG 2.1 AA-first delivery; accommodations available on request.
- Academic integrity and refund policies: per SEHG student handbook.

Enroll Today

Tuition per learner (Essentials tier) — enroll online with the course code below.

\$49 · SEHG-SM-2277 · SynergyEducation.AI

Also available: instructor-led workshop kits for teams — in-person training agendas, playbooks, and facilitator materials built on this course. Contact CEO@SynergyEducation.AI.