

### OBJECTIVE

To train participants in the field of communication management and public relations so that they will learn how to apply the specialized skills in the job situations.

### FOR WHOM

Public relations practitioners and others who have not had any formal training in public relations management.

### CLASS SCHEDULE

5:30 p.m. -8:30 p.m.

### N.B

UTech/JIM School of Advanced Management reserves the right to withdraw/postpone a scheduled course if registration is insufficient for a standard size class.

### COMMENCEMENT DATES

SEPTEMBER / FEBRUARY

### COURSE MODULES

**MODULE I:** COMMUNICATION FOR BUSINESS

**MODULE II:** COMMUNICATION THEORY

**MODULE III:** INTRODUCTION TO PUBLIC RELATIONS

**MODULE IV:** PUBLIC AFFAIRS ISSUES

**MODULE V:** PUBLIC RELATIONS PLANNING AND PROGRAMMING

**MODULE VI:** MANAGEMENT PRINCIPLES

**MODULE VII:** PUBLIC RELATIONS PRACTICES

**MODULE VIII:** BUSINESS LAW

**MODULE IX:** INTRODUCTION TO RESEARCH METHODS

**Cost: \$ 60,000.00**

**Modular cost: \$15,000.00**

### ENTRY REQUIREMENTS

Four (4) G.C.E. O'Level subjects or CXC (or equivalent) including English Language and Mathematics.

**OR**

Certificate of Achievement in one of the appropriate preparatory courses offered by J.I.M. (or an equivalent as judged by the Board of Studies). However, in exceptional cases, a mature applicant who does not have these certificates but who has worked in an acceptable administrative, supervisory or managerial position for a minimum of three years may on the recommendation of his/her employer be accepted.

### APPLICATION INFORMATION

Complete an application form and bring it along with supporting documents to:

**THE PROGRAMMES DEPARTMENT  
UTech / JIM SCHOOL OF ADVANCED  
MANAGEMENT  
47 HOPE ROAD, KINGSTON 10**

Each form must be accompanied by a non-refundable fee of \$1000.

### CREDIT RECOMMENDATION

THE JAMAICAN INSTITUTE OF MANAGEMENT IS REGISTERED AS A TERTIARY INSTITUTION BY THE UNIVERSITY COUNCIL OF JAMAICA (U.C.J).

All of J.I.M.'S (6) diploma courses and the Associate Degree in Business Administration have been registered and recommended for credits by the American Council on Education (ACE) to a wide range of universities and colleges throughout the U.S.A.

**The American Council on Education is internationally recognized as the major coordinating body for post-secondary education in the U.S.A.**

### REFUND POLICY

- ❖ Fees are not refundable in cases of partial attendance.
- ❖ Fees are not refundable in full, only if, the applicant cancels in writing, not less than five (5) working days, before the course is cancelled /withdrawn by UTech/JIM School of advanced Management.

### UTech/JIM SCHOOL OF ADVANCED MANAGEMENT CAMPUSES

MONTEGO BAY

Tel: 952-8677

OCHO RIOS

Tel: 974-6971

PORT ANTONIO

Tel: 993-4306

MANDEVILLE

Tel: 961-2847

### UTech/JIM SCHOOL OF ADVANCED OF MANAGEMENT

47 Hope Road, Kingston 10  
Tel: (876) 927-5857/927-9923  
Fax: 927-3756

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Website: [www.jim.edu.jm](http://www.jim.edu.jm)

PRESENTS

DIPLOMA IN

Communication Management  
&  
Public Relations