

A photograph of two men in a professional setting. The man on the left is looking down at a smartphone held by the man on the right. The man on the right has a beard and is wearing a blue shirt. The background is blurred, suggesting an office or meeting room.

aractech

Global Learning for Operational Leaders

PUBLIC RELATIONS

Leading Through Marketing-Public Relations (MPR)

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Course content

Why Attend

The Marketing Public Relations (MPR) course is a comprehensive program designed to equip participants with the knowledge, skills, and tools necessary to effectively manage and integrate marketing and public relations strategies. This course explores how MPR drives brand awareness, builds trust, enhances corporate reputation, and supports business goals in a dynamic and ever-changing media landscape.

From mastering strategic planning and media relations to leveraging digital platforms and understanding future trends, participants will develop a strong foundation in both the traditional and innovative aspects of MPR. The program incorporates real-world applications, hands-on projects, and case studies to ensure practical learning and industry readiness.

Course Methodology

- This course employs diverse interactive training techniques, including plenary discussions, case studies, team exercises, assessments, and questionnaires.

Course Objectives

- Gain a comprehensive understanding of the evolution, significance, and key components of Marketing Public Relations (MPR)
- Apply the principles of strategic MPR planning to design and implement a comprehensive MPR strategy
- Equip participants with the skills and techniques to effectively build and manage relationships with the media and key stakeholders
- Integrate content creation, influencer marketing, and digital crisis management strategies to create effective digital and social media campaigns for MPR
- Evaluate the impact of emerging trends, data analytics, sustainability, and globalization on MPR practices and formulate strategies to address future challenges

Target Audience

- This course is ideal for marketing professionals, PR practitioners, communications specialists, and anyone looking to advance their expertise in the interconnected fields of marketing and public relations.
- Target Competencies
- Strategic communication skills

- Media relationship building

Course outline

Detailed course outline

Module-by-module outline for Leading Through Marketing-Public Relations (MPR).

Module 1 - Introduction to Marketing Public Relations (MPR)

- Definition and scope of MPR
- History and evolution of MPR
- Role of MPR in Integrated Marketing Communications (IMC)

Module 2 - Theories and models in MPR

- Grunig and Hunt's four models of PR
- The PESO Model (Paid, Earned, Shared, Owned Media)
- Relationship management theory in MPR
- Ethical considerations in MPR

Module 3 - Strategic MPR Planning

- MPR strategy development
- Message development and brand storytelling
- MPR tactics and tools
- Crisis communication in MPR
- Measuring and evaluating MPR effectiveness

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Module 4 - Media Relations and Stakeholder Engagement

- Understanding media relations
- Working with different media types
- Stakeholder mapping and engagement
- Managing media events and press conferences
- Managing negative media coverage

Module 5 - Digital and Social Media in MPR

- The role of digital media in MPR
- Social media strategies for MPR
- Content creation and distribution
- Influencermarketing and MPR
- Digital crisis management

Seminar dates

Available seminar dates

Live dates and pricing for Leading Through Marketing-Public Relations (MPR) generated from the course details page.

Date	Location	Format	Fee
8 - 12 June 2026	London	Classroom	€2,940
6 - 10 July 2026	Munich	Classroom	€2,415
10 - 14 August 2026	Barcelona	Classroom	€2,695
14 - 18 September 2026	Paris	Classroom	€3,150
5 - 9 October 2026	Frankfurt	Classroom	€2,275
16 - 20 November 2026	Barcelona	Classroom	€2,695
7 - 11 December 2026	Frankfurt	Classroom	€2,275

Live online option

Online delivery is available at €1,250.