



## Training Course Information Form

### Course Information

**Course Name:** Public Relations Role in Transport Organizations

**Institute/Centre:** Port Training Institute

**Course Code:** L06

**Type:**  Program  Course  Workshop

**Course Duration:**  5 days  3 days  1 days  Other: --

**Course Conducted:**  Local  International  
Indicate: -----

**Course Venue:**

**Course Language:**  English  Arabic  Both  Other: -----

### Course Description

**Course Outlines:**

- The concept of public relations and how to develop it
- Optimal management of public relations in transport organizations
- Preparing a plan of public relations, research and its relationship with marketing mix for transport
- Regulate the management of public relations and basic skills
- Psychology of rumors and how to address them
- The role of public relations and crisis in conferences and response
- The role of modern public relations in establishing the identity of transport organizations
- How to assess the output of public relations activities and to convince senior management
- Protocol and etiquette

**Course Objectives:**

- Explain the concepts of public relations and training in the skills required to practice.
- Identification of public transport dealing with public relations department in the transport organizations, and to know its characteristics and behaviors to achieve the desires and goals of transport organizations.

**Learning outcomes:**

**Course includes:**  Theoretical  fire training module  Laboratory  Workshop  
 Site Visit

**Course Prerequisites:**

**Who should attend:** All administrations

**Course References:**

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**No. of Participants/course:**  5-10                       10-15                       15-20                       Other: -----

**Qualifications of Participants:**

- Intermediate Degree (minimum)

**No. of Lecturer:**  1                       2                       5

**No. of Assistance:**  1                       2                       3

**Course Facilities**

White Board       V. Projector       Data show       PC       Manual       Handouts  
 Books               Handouts               Flip charts               S/W                       Other:

**Course Evaluation**

Written Examination       Written Report(s)       Oral Presentation                       Attendance  
 Delegates Participation

**Certificate Issue:**

Local Premises                                       AASTMT                                       International

**Course Registration**

**Registration:**                       AAST Admission Registration                       Online                       Other: -----

**Documents**

**required:**

Registration form       ID/Passport copy                       Photo