

About School of Media and Communication (SMC), Pan-Atlantic University

The School of Media and Communication has evolved directly from the Centre for Media and Communication (CMC). The CMC was instituted in 2006 by the Pan-Atlantic University Council in recognition of the critical role of this sector in shaping societal values and cultural life. No less important, the contribution of the creative industries to economic growth and the GDP is gaining recognition as well.

Specifically, the establishment of the School of Media and Communication is informed by the aspiration to train professionals in this area of culture who would uphold the highest intellectual, ethical and professional values that promote creativity, critical knowledge, technical perfection, social responsibility, and the spirit of enterprise.

The School's programmes will prepare students for careers in the creative industries, in business generally, both in the public and private domains.

Mission

The primary goal of the School of Media and Communication is the formation of media and communication professionals, to enable them pursue their calling to the service of human cultures with a sense of creativity, skill, knowledge and values.

We contribute through our expertise to the professional excellence of the creative industries in our country and the continent of Africa.

Vision

The vision of the School is to be internationally recognized as a prestigious institution offering high quality education in communication and media; to be a reference point for research in Africa, and a leading centre of learning globally. It is expected that the level and high standard of the School will influence positively all other faculties of its nature across the country and the African continent.

Structure

Programmes at the SMC are broadly divided into two parts:

(a) Academic Programmes

The school offers a full compliment of degree programmes, namely :

- Full time undergraduate programmes (BSc) in Mass Communication and Information Science and Media Studies.
- Post Graduate Diploma (PGD) in 3 streams (Design and Digital Media, Journalism and Community Relations)
- Full/Part time masters programme (MSc) in Media and Communication
- PhD in Media and Communication

(b) Professional Programmes

Professional programmes exist in three forms, namely, certificate courses, seminars and workshops. In-house programmes tailored to suit organisational needs are also available.

(c) Pattern of delivery

Our programmes are delivered through a mixture of theory, case study and practice.

PROFESSIONAL EDUCATION



**SCHOOL OF
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External Relations and Reputation Management

A FIVE DAY SEMINAR

19 - 23 June, 2017

School of Media and Communication (SMC)
Pan-Atlantic University, Main Campus,
Km 52 Lekki-Epe Expressway,
Ibeju-Lekki, Lagos.



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External Relations and Reputation Management

19 - 23 June, 2017

A FIVE DAY SEMINAR

This course has been designed to provide participants with a sound understanding of both the contemporary and emerging trends in external relations and corporate reputation management.

With the growing influence of stakeholders, their ever increasing roles, strength and significance, experts predict that trust and reputation will become the most tradable assets of organizations in the years ahead. This explains why no organization should adopt a passive approach to its external relations and reputation management functions.

External Relations management must be geared towards establishing strong relationship with external stakeholders of an organization with a view to winning understanding and support of the activities and issues arising in the course of the organization's operations. Reputation involves a collective representation of stakeholders' opinions, an aggregate evaluation of an organization's past and current behavior and a holistic impression of a company overtime, based on its performance and the ability to deliver on the brand promise and other valued outcomes to its multiple stakeholders; hence it has been aptly described as 'a promise made and a promise kept overtime'..

External relations and reputation management provides an organization with the opportunity to transmit and manage favorable aspects of its image and values by identifying opportunities and risks critical to an organization. The ability to actively monitor, analyze and adapt to both internal and external issues not only impacts the reputation of every organization positively, but ultimately boosts the success of such organizations. Organizations need to develop capacities for managing critical external relations that capture the peculiarities and specificities of those relationships as a way of enhancing their competitive edge in a dynamic business climate.

Within a market economy, promoting a good reputation is important because companies that have consistent positive image and who communicate their values to their stakeholders are more likely to be trusted and patronized.

This course has been designed to provide participants with a sound understanding of both the contemporary and emerging trends in external relations and corporate reputation management. The underlying goal is to re-skill and enhance the competencies of participants to effectively mitigate reputational risks and constantly improve their organizational reputation so as to meet and exceed stakeholders' expectations.



Objectives:

- To equip participants with an understanding of the conceptual issues, fundamental principles and processes of corporate reputation management.
- To guide participants towards the acquisition and improvement of practical skills in stakeholders engagement and proactive external relations management.
- To expose participants to the new trends and contemporary tools in reputation management.
- To educate participants on the importance of strategic communication skills, including critical thinking, writing, listening, business and social etiquette as critical pillars in external relations building.

Modules:

- Objectives of External Relations/Platforms of Engagement
- Cultural Competence in External Relations
- The Media and Methods of External Relations
- The Notion of Reputation and Elements of Reputation
- Corporate Input of Reputation/Permeation of Reputation
- The Dynamics of Reputation
- Perception and Your Organization
- Your Brand and Corporate Reputation
- Stakeholder Relations/Reputation Assessment
- Customer Experience Management
- Rhetoric and Persuasive Communication
- Conflict, Change and Crisis Communication
- Ethics of Corporate Communication
- Business & Social Etiquette

For Whom

- External/internal communicators
- Corporate affairs managers
- Public relations practitioners
- General/operations managers
- Brand managers
- Community relations managers
- Business development managers
- Customer service executives
- Senior level executives

Course Fees

N231, 000 per participant
N295, 000 (with 4 nights lodging and dinner)

Time:

9.00am - 4.15pm

Venue

School of Media and Communication (SMC)
Pan-Atlantic University, Main Campus,
Km 52 Lekki-Epe Expressway, Ibeju-Lekki, Lagos

Enquiries and Registration

Further information on all SMC programmes and activities can be obtained online @ www.smc.edu.ng

or by calling

Isaac - 0803 346 0440, 0805 822 7207

Obinna - 070 382 11009

Opeyemi - 0806 638 5629, 0817 805 0949

or from our office at

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