

Polished words, powerful impact. Get executive and PR writing excellence with BAOIAM'S

Executive and Public Relations Content Writing Course



ABOUT US

WE AT BAOIAM NURTURE YOUR COLORFUL CAREER DREAMS WITH A DEDICATED APPROACH TOWARDS PROVIDING YOU WITH THE BEST QUALITY COURSES AND OPPORTUNITIES IN THE FIELD OF EDUCATION.

- ✓ Expand your horizons
- ✓ Meet your aspirations
- ✓ Transform your future



BE ONE IN A MILLION

“Explore Courses Now”

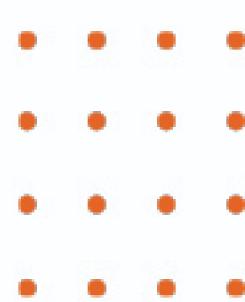
Welcome to BAOIAM Executive and Public Relations Content Writing Course!
Unlock Your Potential with Our Executive and Public Relations Content Writing Course

Public Relations (PR) is the practice of creating and maintaining a positive view of an organization through strategic communication to create mutually beneficial relationships with the public, clients, and customers. Enlisting in a Public Relations course can provide various advantages, whether you want to enter the sector, improve your current skills, or move careers. The main perspective of PR is to promote the brand and maintain healthy relationships with the public, prospective customers, partners, investors, employees, and other stakeholders.



PROGRAM OVERVIEW

- Introduction to Public Relations: Understanding the role and importance of PR in various contexts, including corporate, non-profit, and government sectors.
- PR Theory and Practice: Exploring foundational theories and models of PR, including how they apply to real-world scenarios.
- Communication Strategies: Learning how to develop and implement effective communication strategies and campaigns tailored to different audiences and media platforms.
- Media Relations: Understanding how to build and maintain relationships with the media, including writing press releases, pitching stories, and managing media inquiries.
- Crisis Management: Developing skills to handle and communicate during crises, including crafting crisis communication plans and managing public perception.



PROGRAM OVERVIEW

- Ethics and Law: Studying ethical considerations and legal issues in PR, including transparency, privacy, and regulatory compliance.
- Digital PR and Social Media: Exploring the role of digital platforms and social media in PR, including content creation, engagement strategies, and analytics.
- Event Planning: Learning how to plan and execute PR events, including press conferences, product launches, and promotional events.
- Research and Evaluation: Understanding how to conduct research to inform PR strategies and measure the effectiveness of PR campaigns.
- Career Development: Preparing for a career in PR by developing skills such as writing, presentation, and networking, and understanding various career paths within the field.
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Placement Assistance

We offer placement support by training you for **interviews** and guiding you to take up the **right career path**.



Personalized Mentorship

This allows for **personal guide** to enhance your skills ensuring growth and development in all aspects.



1:1 Sessions

This allows for **personal attention** and **customized learning** experiences tailored to individual needs.



Interview Training

Prepare, practice, and showcase your **unique strengths**. Baoiam is here to support you on your journey to a successful interview.



50+ Live Projects

This gives the students **real world experience** with practical approach and experiences.

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BENEFITS
PROVIDED
BY
BAOIAM

COURSE CURRICULUM

Week 1: Introduction to Content Writing for Executive and Public Relations

- Overview of Content Writing in Executive and Public Relations
- Key Objectives and Skills Required
- Understanding Different Types of Content (Press Releases, Executive Summaries, PR Articles)

Week 2: Fundamentals of Public Relations Writing

- Structure and Purpose of Press Releases
- Crafting Engaging Headlines and Lead Paragraphs
- Writing for Different Audiences

Week 3: Executive Communication and Report Writing

- Key Elements of Executive Summaries and Reports
- Tailoring Content for Executive Audiences
- Clarity, Precision, and Formal Tone

COURSE CURRICULUM

Week 4: Developing Persuasive and Impactful Content

- Techniques for Persuasive Writing
- Crafting Messages that Influence Public Opinion
- Using Data and Evidence Effectively

Week 5: Media Relations and Content Strategies

- Building Relationships with Media Outlets
- Creating Content that Attracts Media Attention
- Understanding Media Channels and Their Needs

Week 6: Crisis Communication and Management

- Writing for Crisis Situations
- Developing a Crisis Communication Plan
- Managing Public Perception and Media Scrutiny

COURSE CURRICULUM

Week 7: Content Editing and Proofreading

- Best Practices for Editing and Proofreading
- Common Pitfalls and How to Avoid Them
- Ensuring Consistency and Accuracy in Content

Week 8: Digital Content and Social Media Writing

- Writing for Social Media Platforms
- Engaging Audiences through Digital Content
- Integrating PR Content into Digital Strategies

Week 9: Portfolio Development and Personal Branding

- Building a Content Writing Portfolio
- Showcasing Your Work and Personal Brand
- Leveraging Your Portfolio for Future Opportunities

COURSE CURRICULUM

Week 10: Projects

- Minor Project
- Major Project

OUR COURSES

1999/-INR
FOR 10 WEEKS

Pricing table

2999 INR

Expert masterclasses

Live Classes

Doubt clearing sessions

Structured courses & PDFs

Interactive Assessment

Mentorship

Resume building

Real-World Projects

Resource Hub



Our College Reach



**GLA
University**



**Delhi
University**



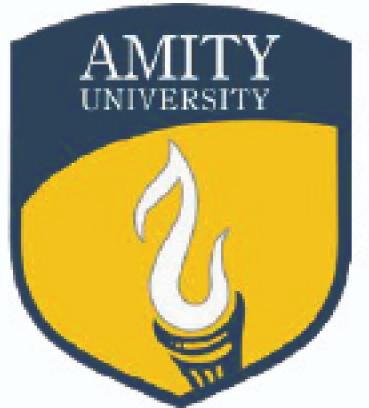
**Rajdhani
College**



**Hansraj
College**



**Alliance
University**



**Amity
University**



RKDF



IILM



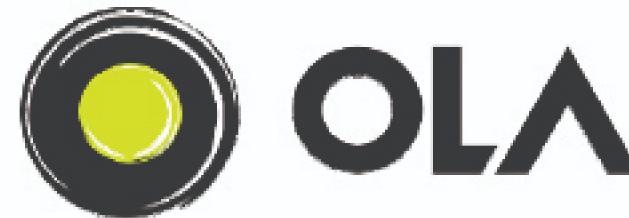
**Maitreyi
College**



**Sharda
University**

Our Company Reach

VOLTAS
A **TATA** Enterprise



VISA

amazon

Dentorsity

Flipkart



accenture

paytm

INTERNSHALA
internships that matter

lenskart

facebook

HELLO INTERN
THE GLOBAL INTERN EXPERT!

HCLTech

**Urban
Company**

Hirect

intel

SUCCESS STORIES



Vivek Sharma

I would like to thank BAOIAM and its mentors for the guidance which was given to me throughout my journey as a trainee. They helped me in learning with ease which eventually landed me a job for a package of **10 LPA**. I will always be grateful to BAOIAM for such an amazing opportunity.



Sahiba Sinha

I trained with BAOIAM and it was due to their immense support and guidance, that I subsequently landed a job with **10 LPA**. I extend my sincere gratitude to all my mentors and trainers for helping me out in shaping my life.



Ruhaan Hawaldar

I started my training at BAOIAM. With all the essential training and knowledge from my mentors, I landed a job for **12 LPA**. Cannot thank enough for all the time and energy that BAOIAM and its mentors has invested in me.



Yash Bajaj

Started training as an intern at BAOIAM and got place with a package of **10 LPA**. I would like to show my heartfelt gratitude to BAOIAM and its trainers for helping me out in building my career.



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