

# Specialization Mini-MBA in Public relations, Business Protocol and Events



**Coordinator: Dra. Maria Manuela Saraiva**

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## **Plan of Specialization MINI-MBA in Public relations, Business Protocol and Events**

### **Total Length**

50 Hours

### **Target Audience**

All professionals with responsibilities in the preparation of international events where the protocol is necessary, in particular, Directors and Managers, International Business Officers, Secretaries of Administration and Management, International Executive Assistants and Public Relations.

### **Outcome Profile**

All students are entitled to a certificate of participation in MINI-MBA.

Additionally and without any additional cost, can undergo a proficiency test at the end of the Specialization Mini-MBA. This is optional and after approval, participants receive a certificate of "Approved in the Evaluation Exam." **This certificate provides access to academic equivalence disciplines at level of Bachelor or Master according to the University chosen by the student.**

High Skills cannot ensure the level of credits earned because they are only the responsibility of the university and Specialization Mini-MBA chosen by the participant.

### **Pre requirements**

Not applicable.

### **General objective**

The MINI MBA is aimed at providing technical training graduates in the field of Public Relations. Currently, any institution that wishes to modern cannot do without an organized and ongoing work of information management and image, in order to affirm and consolidate its presence in the market. Equally important is to get a receptive climate for the product that works: be a person, an idea, a business, a product or service, etc. To provide participants with knowledge and skills at the level of the institution in the field of Public Relations and Protocol.

### **Specific objectives**

In the end, the students are able to:

- Master protocol and behavioral rules adjusted to different situations;
- Designing, Planning, and Run Events.

## Modular structure and workload

Module	Duration
<i>Module 0 – Opening</i>	
<i>Module I – Public Relations</i>	6h
<i>Module II – Planning in Public Relations.</i>	18h
<i>Module III – The Public Relations Department.</i>	12h
<i>Module IV – Event Planning</i>	8h
<i>Module V – Exam – Optional</i>	6h
<i>Module VI – Closing</i>	
<b>Total</b>	<b>50h</b>

## Program Content

### **Module 0 – Opening**

- Presentation of trainers and trainees;
- Presentation of the objectives and training program operating methodologies.

### **Module I – Public Relations**

- Concept and Concepts. Historical Perspective;
- Public Relations, the Company and the companies;
- Public Relations and Public Opinion.

### **Module II – Planning in Public Relations.**

- Objectives and strategies;
- Means and techniques;
- The Different Types of Public. External and Internal Public Relations;
- The program. Problem Analysis. Search. Planning. Budget. Execution;
- Results analysis. Advice to customers. Media information. Events Public Relations;
- Field trip.

### **Module III – The Public Relations Department**

- Creation, Operation, Professional Practice.

### **Module IV – Event Planning**

- Introduction to Planning;
- Place, Date and Target Audience;
- Event program;
- Allocation of resources;
- Communication strategy;
- Logistics planning;

- Budget;
- Plan Event;
- Case Study.

### Module V – Knowledge Test

- Assess and evaluate the knowledge acquired.

### Module VI – Closing

- Specialization Mini-MBA evaluation: trainers and trainees.

### Methodology

This Specialization Mini-MBA aims to promote an interactive environment between the trainer and the group as well as among all trainees. Like this refers to an approach of the contents through the use of diverse methods and teaching techniques.

Moment / Objective	Method / Technique
In every modules.	Expository Demonstrative Active
In every modules.	Analysis of Real Cases
In every modules.	Interrogative

### Students Assessment

The assessment techniques indicated are framed by the three time points as follows, expressed by the following table:

Moment	Technique	Instrument	Objective
Initial	Oral questions formulation	Script of questions	Prerequisites verification
Formative	Observation	Grid Observation	Performance assessment throughout the sessions
Summative	Assessment	Test	

### Didactic Resources

- ✓ Training Room;
- ✓ Video projector;
- ✓ Theoretical documentation;
- ✓ Trainee Kit.

Training Team

Coordinator

**Dra. Maria Manuela Saraiva**

**International Consultant and Trainer and specialist in the Behavioral and Personal Development area, certified in the Administrative, Secretarial, Management and Communication Support areas.**



Graduated in Secretariat, by ISLA - Higher Institute of Languages and Administration, with extensive professional experience in the implementation of various training projects for national and international companies, developing skills in the areas of: Customer Service, Administrative Techniques, Executive Secretariat & Advisory Services Administration, Document and file management, Protocol and Public Relations, Ethics and Corporate Etiquette, Work Organization, Time and Stress Management and Complaints Management. Extensive experience in Personal Development and Communication Projects, namely, Leadership, Teamwork, Conflict Management, Managing emotions in difficult situations.

Consolidated experience as a consultant and trainer at PALOP's. IEFP Certified Trainer since 2005, with CAP Equivalence Certificate issued by CENFFOR, Angola, in 2018.

Conditions

**If you have more than two participants contact us to know our business benefits!**

**High Skills – Formação e Consultoria, LDA.**

Avenida de Berna, nº 8 1050-040 Lisboa, Portugal

Nº fiscal: 513 084 568

Registration is confirmed only after issuance of the pro-forma invoice / final invoice and payment thereof.

## Cancellations and Miss of Presence

Trainee/s may cancel their subscription up to 6 business days prior to the Specialization Mini-MBA start date.

The (s) trainee (s) may be substituted by other (s) participant (s) and must report the change within 5 working days before the Specialization Mini-MBA starts.

If Trainee (s) don't show up at the beginning of the training day will not lead to a refund of the registration fee and will be charged in full.

## Application form

1. CLIENT (Fill in when the Forming is not final customer)			
Entity:		Telephone:	
Responsible:		E-mail:	
Address:			
Postal Code:		Fax:	
VAT Number:			
2. GRADUATES DATA			
Name:			
E-mail:			
Nationality:			
Mini-MBA:	Specialization Mini-MBA in Public Relations, Business Protocol and Events		
Birth Date:		Nacionality:	
Passport:		Expiration date:	

## Possible contacts for more information:

E-mail: [geral@highskills.pt](mailto:geral@highskills.pt)

Phone: +351 217 931 365

