

# BINDURA UNIVERSITY OF SCIENCE EDUCATION

Bindura University  
of Science Education



## FACULTY OF COMMERCE DEPARTMENT OF MARKETING

The Department of **MARKETING** is offering a short course in

### **Certificate in Public Relations**

**This course is being offered to:**

- PR Professionals
- Owners and managers of small and medium enterprises
- Council Officers
- Employees in all enterprises of all sizes
- Members of the ZRP, ZNA and ZPS.
- Nurses and doctors
- Pastors and church leaders

<b>Course Duration:</b>	<b>90 HOURS</b>
<b>Course Dates:</b>	<b>June 2025</b>
<b>Learning Mode:</b>	<b>Blended learning (both physical and online)</b>
<b>Course Fees:</b>	<b>US\$150.00</b>

### **MODULES TO BE COVERED**

- Introduction to PR
- Digital public relations strategies
- Sustainable Corporate social responsibility
- Corporate image/reputation management
- Crisis management
- Financial public relations
- Employee relations
- Events management

**A CERTIFICATE SHALL BE AWARDED UPON COMPLETION**

**Bank: Ecobank FCA Account: 578600007547, swift code: ECOCZWHXZ, Sort Code: 26000**

**Important! Call before making any payment**

**Send your proof of payment to [jmasara@buse.ac.zw](mailto:jmasara@buse.ac.zw) +263773396632**

**Further inquiries:** Mr R. G. Chirimubwe (Call/WhatsApp), +263773741495/0712597401, Mrs J. Masara (Call/WhatsApp) +263773396632 and Ms N. Mpondwe (Call/WhatsApp), +263776879923