

INTRODUCTION TO MEDIA MANAGEMENT

“The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses.”

Malcolm X

Our Objectives

We aim to

- give an overview of the various media in Singapore, their needs and how the media can be managed to your organisation's benefit
- equip participants with a range of strategies (e.g. through role-play) to manage the media in various hypothetical scenarios.

Your Profile

- This course is suitable for new media managers or staff who may need to deal with the media who would like to find out how best to deal with the media in different circumstances.

Your Results

At the end of this course, you will be familiar with:

- What makes the news
- Why something is considered newsworthy
- How to manage the media
- Some of the common pitfalls to look out for when managing the media
- How to make your organisation look good in the face of a crisis

Our Methods

We believe in making the course interactive and fun by using a variety of methods. These include:

- Individual, pair and group work
- Class discussions
- Role plays
- Games
- Peer & facilitator feedback

**SINGAPORE POLYTECHNIC
BUSINESS COMMUNICATION CENTRE**

Our Trainers

Our trainers are all qualified and highly experienced lecturers from Singapore Polytechnic.

Please note that we only specialise in customising courses for organisations; public courses for individuals are not available.

Course Enquiry

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