

Marketing, Communication, Public Relations and Events Management Programmes					
COURSE NO.	COURSE TITLE	DURATION	COURSE DATES	VENUE	Course Outline
S02301	Strategic Marketing (Advanced)	2 Weeks	24th Feb - 7th March / 26th May - 6th June	Cape Town / Kampala	Ask for a Course Outline
			11th - 22nd Aug / 17th - 28th Nov	Pretoria / Nairobi	
S02302	Marketing for Non-Marketers	2 Weeks	17th - 28th March	Nairobi	Ask for a Course Outline
			7th - 18th July / 13th - 24th Oct	Nairobi / East London	
S02303	Product Management (Advanced)	1 Week	24th - 28th Feb / 7th - 11th April	Nairobi / Sandton	Ask for a Course Outline
			28th July - 1st Aug / 27th - 31st Oct	Pretoria / Mbabane	
S02304	Customer Service Excellence; Providing a Quality Service	2 Weeks	10th - 21st Feb / 22nd April - 3rd May	Nairobi / Pretoria	Ask for a Course Outline
			25th Aug - 5th Sept / 17th - 28th Nov	Cape Town / Dar es Salaam	
S02305	Launch and Management of Strategic Alliances and Partnerships	2 Weeks	20th - 31st Jan / 7th - 18th April	Mombasa / Pretoria	Ask for a Course Outline
			21st July - 1st Aug / 6th - 17th Oct	Nairobi / East London	
S02306	Planning and Managing Successful PR Campaigns	2 Weeks	10th - 21st March	Mombasa	Ask for a Course Outline
			18th - 29th Aug / 20th - 31st Oct	Cape Town / Nairobi	
S02307	Strategic Communications Planning; Critical Steps and Techniques	2 Weeks	3rd - 14th Feb / 28th April - 9th May	Nairobi / Pretoria	Ask for a Course Outline
			14th - 25th July / 6th - 17th Oct	Mombasa / East London	
S02308	Effective Report Writing, Presentation and Communication Skills	2 Weeks	10th - 21st March / 12th - 23rd May	East London / Nairobi	Ask for a Course Outline
			18th - 29th Aug / 24th Nov- 5th Dec	Kigali / Mbabane	
S02309	Protocol and Event Management	2 Weeks	20th - 31st Jan / 5th - 16th May	East London / Mombasa	Ask for a Course Outline
			4th - 15th Aug / 17th - 28th Nov	Pretoria / Nairobi	
S02310	Business Writing Skills (Advanced)	2 Weeks	13th - 24th Jan / 28th April - 9th May	Mbabane / Mombasa	Ask for a Course Outline
			21st July- 1st Aug/ 27th Oct- 7th Nov	Kigali / Cape Town	
S02311	Communication and Presentation Skills (Advanced)	2 Weeks	10th - 21st March	Pretoria	Ask for a Course Outline
			9th - 20th June / 15th - 26th Sept	Nairobi / Pretoria	
S02312	Effective Leadership and Crisis Communication Management	2 Weeks	27th Jan - 7th Feb / 19th - 30th May	Pretoria / Nairobi	Ask for a Course Outline
			28th July - 8th Aug /1st - 12th Dec	Cape Town / Mombasa	
S02313	Interpersonal Skills: Developing Effective Relationships	2 Weeks	17th -2 8th Feb / 22nd April - 3rd May	Mombasa / Sandton	Ask for a Course Outline
			28th July - 8th Aug / 10th - 21st Nov	Pretoria / Nairobi	
S02314	Digital and Social Media; Communication, Engagement and Advertising	2 Weeks	17th - 28th Feb / 5th - 16th May	Nairobi / Pretoria	Ask for a Course Outline
			25th Aug - 5th Sept / 24th Nov - 5th Dec	Mombasa / East London (SA)	
S02315	Strategic Communication on Troublesome Projects	2 Weeks	10th - 21st March / 19th - 30th May	Nairobi / Pretoria	Ask for a Course Outline
			14th - 25th July / 20th - 31st Oct	Cape Town / Kigali	
S02005	Strategic Communication for Public Private Partnership Projects	2 Weeks	20th - 31st Jan / 12th - 23rd May	Pretoria / Nairobi	Ask for a Course Outline
			11th - 22nd Aug / 17th - 28th Nov	Mbabane / Mombasa	
S02316	Advanced Corporate Communication, Branding and Stakeholder Management	2 Weeks	3rd - 14th Feb / 12th - 23rd May	Pretoria / Nairobi	Ask for a Course Outline
			18th - 29th Aug / 1st - 12th Dec	Nairobi / Cape Town	
S02317	The Customer Service and Public Relations Masterclass	2 Weeks	27th Jan - 7th Feb / 22nd April - 3rd May	Nairobi / Pretoria	Ask for a Course Outline
			25th Aug - 5th Sept / 3rd - 14th Nov	Mombasa / East London (SA)	

S02318	Advanced Public Relations and Stakeholder Management	2 Weeks	24th Feb - 7th March / 2nd - 13th June	Nairobi / Pretoria	Ask for a Course Outline
			25th Aug - 5th Sept / 27th Oct - 7th Nov	Mombasa / East London	
S02319	Customer Service Excellence in the Utility Service and Regulatory Sector	2 Weeks	17th - 28th Marc / 2nd - 13th June	Mbabane / Pretoria	Ask for a Course Outline
			4th - 15th Aug / 20th - 31st Oct	Cape Town / Nairobi	
S02320	Building Effective Media Relations	2 Weeks	20th - 31st Jan / 7th - 18th April	Mbabane / Mombasa	Ask for a Course Outline
			14th - 25th July / 6th - 17th Oct	Kigali / Cape Town	
S02321	The Essentials of Public Relations and Administration Communication Skills	2 Weeks	17th - 28th Feb / 28th April - 9th May	East London / Mombasa	Ask for a Course Outline
			11th - 22nd Aug / 3rd - 14th Nov	Pretoria / Nairobi	
S02322	Public Relations and Event Management Masterclass	2 Weeks	17th - 28th March / 26th May - 6th June	Nairobi / East London (SA)	Ask for a Course Outline
			4th - 15th Aug / 6th - 17th Oct	Kigali / Durban	
S02323	Advanced Customer Service Management	2 Weeks	24th Feb - 7th March / 2nd - 13th June	East London (SA) / Pretoria	Ask for a Course Outline
			1st - 12th Sept / 24th Nov - 5th Dec	Nairobi / Pretoria	
S02324	Strategic Communications and Public Relations	2 Weeks	3rd - 14th March / 19th - 30th May	Nairobi / East London (SA)	Ask for a Course Outline
			21st July - 1st Aug / 10th - 21st Nov	Kigali / Durban	
S02325	Excellence in Customer Service, Protocol, and Events Management	2 Weeks	24th March - 4th April	Mombasa	Ask for a Course Outline
			16th - 27th June / 20th - 31st Oct	Nairobi / Pretoria	
S02326	Customer Focused Management	2 Weeks	17th - 28th Feb / 28th April - 9th May	Nairobi / East London (SA)	Ask for a Course Outline
			4th - 15th Aug / 3rd - 14th Nov	Kigali / Durban	
S02327	Customer Service and Communication Skills for Frontline Staff	2 Weeks	17th - 28th March / 5th - 16th May	Nairobi / East London (SA)	Ask for a Course Outline
			14th - 25th July / 6th - 17th Oct	Kigali / Durban	