

Short-term Courses

Corporate (Organizational) Communication Program

Technology of Participation (ToP)

Basic facilitation methods of group discussion, consensus building and action planning.

Communication Planning

Communication planning process from situation analysis to budgeting; elements or components of a communication plan; developing communication strategies including channel selection and message development; monitoring and evaluation of communication strategies and activities; application and utilization of communication plan; and samples of model communication plans.

Communication Audit

Principles and procedures in conducting organizational communication audit; auditing techniques, instruments and tools; costing communication audit studies; sample communication audit reports; and uses and applications of communication audit.

Crisis Communication

Identifying issues related to organizational crisis; communication tools and strategies in preventing and managing crisis situations in an organization; preparing a crisis communication plan; and media management skills.

Change Management

Management policies and practices (including systems and procedures) which enable the organization (e.g., bureaucracy) to cope with change at the least cost; translating acceptance into concrete actions of support and participation; and communication and advocacy strategies and tools in change management.

Knowledge Management

Organization, processing and analysis of information for planning and decision-making; available software programs for information processing, utilization and problem-solving; latest developments in database management; hands-on experience on multimedia systems including website and virtual Centrum; and introduction to online learning system.

Process Documentation of Development Projects

Designing a process documentation (procdoc) system and procedure for development projects; preparing procdoc tools and instruments; steps in process documentation; defining best practices in development work; and utilization and application of procdoc reports.

Cross-Cultural Communication

How Filipinos communicate; communication behavior, patterns and practices of major cultural groups; cultural values and practices; and how to maintain good (business) relations through effective communication.

Communication Consultancy Program

Communication Consultancy Management

Sourcing consultancy projects; establishing linkages with multilateral (funding agencies); requirements and accreditation; packaging individual and organizational profiles; contract negotiations; bidding requirements and procedures; administrative and financial management; and process documentation and report writing.

Project Proposal Writing

Components, elements and style of project proposals as required by funding agencies; process of submitting project proposals to multilateral and bilateral agencies; criteria and tools in evaluating proposals; and packaging for results.

Development Project Management

Managing development programs and projects in today's Knowledge Society (management principles and functions, development management, knowledge as a management resource, environmental scanning, program/project management process, and communication strategies in management.)

Design and Implementation of Training Courses

The training development cycle – from training needs analysis to documentation and evaluation; module design; interactive methodologies; facilitating skills; coaching and mentoring skills; budgeting training courses; and monitoring training impact.

Communication Campaigns

Behavior Change Communication

Theories, concepts and process in behavior change communication; attitude and behavior change as impact indicators; communication strategies (channels and messages) and behavior change; monitoring and evaluation techniques and tools; and case studies of behavior change communication projects (e.g., reproductive health, immunization, child rights).

Social Mobilization and Advocacy

Social mobilization framework, concepts and principles; communication strategies and approaches in social mobilization; developing and utilizing and social mobilization strategies; the legislative process (national and local); lobbying strategies; working with Congress; establishing networks and linkages; monitoring and evaluation; and case studies in social mobilization and advocacy.

Social Marketing

Social marketing framework; concepts and principles; preparing a social marketing plan; application of social marketing-products, services and ideas; social marketing strategies and tools; monitoring and evaluation; and case studies of successful social marketing projects.

Developing Information, Education and Communication (IEC) Materials

Conceptualization, planning and production of IEC materials; uses and limitations of various print, broadcast/ AV and electronic IEC materials; editorial qualities of an effective IEC material; pre and post-testing of IEC materials; samples of model IEC materials (using various formats); IEC materials inventory, documentation, storage and retrieval; IEC materials exchange; and hands-on preparation of IEC materials

Managing Political Campaigns

Political marketing; political advertising; message and strategy development; interviews and speeches; fund raising; campaign management; and election day activities.

Monitoring and Evaluation (M and E)

M and E framework, design and methodology; developing qualitative and quantitative M & E criteria

and indicators; designing M & E tools and instruments; process documentation as monitoring mechanism; and uses and applications of M & E in planning and management.

Business Communication

Written Business Communication

Different types of business communication; uses and applications of written business communication; trends in style, formats, and tone; packaging of business letters and memos; and emergence of electronic written communication (eg. email) vis-à-vis format, style and tone.

Technical Writing

Different forms of technical writing - reports, policy briefs, manuals, abstracts, digests, and executive summaries; principles of clear and effective writing; review of English grammar; editing and proofreading strategies; and popularizing and packaging technical reports.

Annual Report Writing

Contents or features of an annual report; research in annual report writing; review of grammar; writing style and format; editing, design and layout; editing photos; and using electronic format in packaging annual report (e.g., CD and online annual report).

Powerful Presentation Techniques

Techniques and style in oral presentation for various purposes; preparing the presentation format; organization of ideas; writing processes; expressing ideas using verbal, vocal and visual tools; preparing and using presentation aids (e.g., PowerPoint Presentation); and using presentation for corporate imaging and positioning.

Case Story Writing and Photojournalism

Generating story ideas; creative writing skills; structure of feature stories; clear and effective writing including a review of the English grammar; basic digital photography (hands-on); selection and captioning photos; and photo editing techniques.

Print and Electronic Publications

Managing and Editing Internal Publications

Role of company publications; editorial planning and management; staffing options; production process; desktop publishing; resource

requirements; print and electronic publishing; online (electronic) publications; and journalism ethics.

News and Feature Writing for Company Publications

Industrial journalism reflective of company vision, mission, and goals; setting corporate editorial policies and programs; editorial planning; review of grammar; story ideas for company publications; writing formula and style; trends in company publications writing; the emergence of electronic publications; and online journalism for company publications.

Web Writing

Difference between writing for the web and writing for print; knowing what readers want and understanding the reading habits of internet users; techniques in writing clearly and effectively for the web; critique of selected websites and web articles.

Web Development, Administration and Content Management

Internet concepts; using a web browser; content management; graphics design and imaging; Adobe Photoshop and Multimedia Flash; basic HTML; advanced HTML using Dreamweaver; building sample sites; and Web Administration.

Marketing Communication Program

Advertising Management

Principles and practices in managing advertising and public information campaigns and programs; designing and implementing creative and innovative advertising/public information plans and strategies; and documenting and evaluating advertising campaigns/projects.

Sales Promotion

Planning, implementing and evaluating sales promotion campaigns; relating sales promotion into overall marketing communication programs; effective sales promotion techniques and tools; and the use of information and communication technology (ICT) in sales promotion and marketing communication.

Consumer Behavior

Understanding attitudes, values, beliefs and practices of consumers toward specific product lines and services; Specific learning areas include:

psychology of the consumer, market trends, market research, and market characteristics and segmentation.

The Art of Negotiation

This introduces participants to basic concept in the art of negotiation and discusses recommended ethical practices. The course includes interactive discussions, hand-on exercises and problem-solving sessions.

Quality Customer Service Management

Importance of customer service; defining who is your customer; customer relations strategies; determining the best customer service strategy; market research; customer loyalty; and customer service best practices.

Interpersonal and Group Communication Skills

Human Relation Skills including listening, acceptance, understanding and recognition; verbal and non-verbal communication skills as well as active listening skills; venues for interpersonal and group communication; and Filipino values and culture applied in communication.

Working with Mass Media

Effective Media Relations

Establishing linkages with media; understanding media cultures; strategies in effective relations with media organizations; handling negative publicity; media ethics; monitoring and audit system; do's and don'ts in media relations; and media communication planning.

Media Scanning

Understanding how media works; reviewing, analyzing and interpreting media coverage over a period of time; content analysis framework, design and methodology; scanning (content analysis) tools and instruments; uses and application of media scanning; and media scanning and content analysis as bases for media relations planning.

E-Learning in a Knowledge Society

Learning Modules Development

Elements of a self-learning module or course guide; module development and evaluation process; the use of KAVSP matrix; module writing format and

style; multi-media approach to module development; and pre and post-testing of modules.

Designing Alternative Learning System

Features of an open/distance learning system; systems and procedures in setting up and managing an open/distance learning system; use of information and communication technology (ICT); CHED policies on open/distance learning system; accreditation requirements for institutions.

Online Training Courses

AIJC offers a flexible alternative to traditional certificate courses. With the creative use of technology, the AIJC online certificate courses provide a rich learning experience at your convenience. The courses which can be completed in two months are facilitated by communication experts who have solid, practical experience in their line of work.

Corporate Communication

Description: Corporate Communication looks at the approach to managing a communication function that emphasizes and promote effectiveness, goodwill and understanding in an organization. The course teaches the students basic and advanced concepts in program planning, crisis and risk management, use of emerging media and tools of the trade. It also examines the role of the corporate communication manager in continuously changing corporate world.

Technical Writing

Description: AIJC's Technical Writing Course Online helps professionals develop their skills in gathering, organizing, and rewriting technical materials for non-technical readers.

It is intended for researchers, program/project managers, planning officers, instructional designers, and other content experts who must present technical information in a clear, easily understandable form. After the course, participants are expected to be able to prepare high-quality but easily readable reports, business/policy briefs, manuals, scientific papers, and other materials based on technical information.

Information, Education and Communication Planning

Description: An online course intended for information officers in the public and private sectors who would like to upgrade their knowledge and skills in the planning of Information, Education, and Communication (IEC) campaigns to generate awareness and increase knowledge of audiences on development programs and issues.

Marketing Communication

Description: The course focuses on the optimal use of communication elements to push products and services to target markets. It will discuss, among others, packaging, positioning, promotions, pricing, and distribution. The course will also discuss how to prepare a marketing communication plan to achieve 'client-product/service fit."

Teaching English to Speakers and Other Languages (TESOL)

Description: Teaching English to Speakers of Other Languages (TESOL) Program is a training course that uses the non-traditional method of teaching English without needing to speak the local language. It uses creative methodologies which directly engage students in the learning process.

The TESOL Program teaches English by module based on the level of English knowledge or capability of the student. Each module runs for one month, depending on the student's learning pace.



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Professional Development Program

