



# GHANA INSTITUTE OF JOURNALISM

## 2018 SHORT COURSES

### About the University

### THE GHANA INSTITUTE OF JOURNALISM

### Brief Background

The Ghana Institute of Journalism was officially established on Monday, 16th October, 1959, by Osagyefo Dr. Kwame Nkrumah, the first president of Ghana. Having led Ghana to independence from colonial rule in 1957, Nkrumah's vision for the establishment of this citadel of training and learning was to train a patriotic cadre corps of journalists to play an effective role in the emancipation of the African continent.

It started as School of Journalism, then a department at the Accra Technical Institute (now Accra Polytechnic) Mr. Richard McMillan, who at the time was due for retirement as the Director of the British Information Services in Ghana became the first Principal and journalism tutor.

In 2009, the President of the Republic granted the Institute a Charter to award its own Certificates, Diplomas and Degrees. This was a manifestation and testimony to the pivotal role the Institute continues to play in the development of the nation's human resource in such critical areas such as communication, media and journalism.

Currently, the School of Graduate Studies and Research runs four Postgraduate programmes in Journalism, Public Relations, Media Management and Development Communication.

NO.	COURSE	DURATION	DATE	TARGET GROUP	COST (GH₵)	Foreign Applicant	FORM (GH₵)
1.	<b>Multimedia Advertising &amp; Production</b>	2 weeks	5-16 February 2018	<ul style="list-style-type: none"> <li>• Advertising &amp; PR practitioners</li> <li>• Technology Officers,</li> <li>• Online Editors,</li> <li>• Reporters,</li> <li>• Copywriters,</li> <li>• Bloggers &amp; Others</li> </ul>	<b>1000</b>	<b>USD\$600</b>	<b>20</b>
2.	<b>Public Relations &amp; Marketing Techniques</b>	2 weeks	5-16 March 2018	<ul style="list-style-type: none"> <li>• Marketing &amp; PR practitioners,</li> <li>• And others.</li> </ul>	<b>1000</b>	<b>USD\$600</b>	<b>20</b>
3.	<b>Event Management &amp; Organization</b>	1 week	19-23 March 2018	<ul style="list-style-type: none"> <li>• Corporate Organizations,</li> <li>• Churches/Religions Organizations,</li> <li>• Entertainment Business,</li> <li>• NGOs,</li> <li>• Youth Clubs,</li> <li>• Individuals,</li> <li>• Tourism &amp; Hospitality industry</li> <li>• And others</li> </ul>	<b>800</b>	<b>USD\$400</b>	<b>20</b>
4.	<b>Basic Health Communication</b>	2 weeks	26 Mar.-6 April 2018	<ul style="list-style-type: none"> <li>• Staff of hospitals</li> <li>• Media engaged in health reporting</li> <li>• Health service providers</li> <li>• Public health organizations</li> </ul>	<b>1000</b>	<b>USD\$600</b>	<b>20</b>

				<ul style="list-style-type: none"> <li>• Health-focused NGO's</li> <li>• And others</li> </ul>			
5.	<b>Effective Public Speaking &amp; Communication Strategy</b>	1 week	9-13 April 2018	<ul style="list-style-type: none"> <li>• Public Relations Officers</li> <li>• Speech-Writers,</li> <li>• Chief Executive Officers (CEO)</li> <li>• Managers &amp; Directors,</li> <li>• Lecturers</li> <li>• Journalists</li> <li>• Civil servants</li> <li>• Pastors &amp; Priests &amp; Others</li> </ul>	<b>800</b>	<b>USD\$400</b>	<b>20</b>
6.	<b>Radio &amp; TV Broadcast Production &amp; Production</b>	1 week	16-20 April 2018	<ul style="list-style-type: none"> <li>• Journalists,</li> <li>• Broadcasters,</li> <li>• Masters of Ceremony,</li> <li>• Teachers,</li> <li>• Public Relations Officers,</li> <li>• Executive Officers,</li> <li>• Pastors,</li> <li>• Tour Guides,</li> <li>• Front Desk Assistants,</li> <li>• Sales and Marketing Officers,</li> <li>• Administrators,</li> <li>• Private Secretaries</li> <li>• Aspiring Broadcasters</li> <li>• And others</li> </ul>	<b>800</b>	<b>USD\$400</b>	<b>20</b>
7.	<b>Effective Writing &amp; Presentation Skills</b>	1 week	23-27 April 2018	<ul style="list-style-type: none"> <li>• Corporate Organizations,</li> <li>• Churches / Religions Organizations,</li> <li>• Entertainment Business,</li> <li>• NGOs,</li> </ul>	<b>800</b>	<b>USD\$400</b>	<b>20</b>

				<ul style="list-style-type: none"> <li>• Youth Clubs,</li> <li>• Tourism &amp; Hospitality industry,</li> <li>• Ministries, departments &amp; agencies</li> <li>• And others</li> </ul>			
8.	<b>Corporate Security Management, Forensic Investigation &amp; Crisis Communication</b>			<ul style="list-style-type: none"> <li>• Members of the Security Services,</li> <li>• Staff of Private Security Companies,</li> <li>• Security Managers / Supervisors,</li> <li>• H.R. Personnel,</li> <li>• Facility Managers,</li> <li>• Investigative Journalists /</li> <li>• Private Investigators &amp; Others</li> </ul>	-----	-----	---
9.	<b>Project Management, Design &amp; Communication</b>			<ul style="list-style-type: none"> <li>• Project managers,</li> <li>• Project coordinators,</li> <li>• Project management office members,</li> <li>• Project management team members,</li> <li>• Project assistants and project support roles,</li> </ul> <p>And everyone interested in project communications management</p>	<b>1000</b>	<b>USD\$600</b>	<b>20</b>
10.	<b>Corporate Sponsorship &amp; Fundraising</b>	----	-----	•	----	-----	----
11.	<b>Script Writing</b>	1 week	7-11 May 2018	<ul style="list-style-type: none"> <li>• Filmmakers,</li> <li>• Script writers,</li> <li>• Film Directors,</li> </ul>	<b>800</b>	<b>USD\$400</b>	<b>20</b>

				<ul style="list-style-type: none"> <li>• Producers,</li> <li>• Theatre Practitioners,</li> <li>• Students of media schools,</li> <li>• Story Tellers,</li> <li>• Film/TV Enthusiasts&amp; Others</li> </ul>			
12.	<b>Communication For Tourism</b>	1 week	21-26 May 2018	<ul style="list-style-type: none"> <li>• Reporters &amp; journalists</li> <li>• Travel &amp; tour agency staff</li> <li>• Tourism industry workers</li> <li>• Staff of MDAs &amp; Others</li> </ul>	<b>800</b>	<b>USD\$400</b>	<b>20</b>

**To address specific and training needs of organizations, customized courses can be arranged with the Institute.  
For further information/enquiry contact the Institute on Tel: 0302-228336/ 0266411611/0277-446096/0244211964**