

PUBLIC RELATIONS | COURSE BROCHURE

Public Relations Ethics and Professional Standards

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Public relations professionals carry responsibility for truth, transparency and public trust. This course covers PR ethics, professional codes of conduct, honesty and disclosure, conflicts of interest, ethical issues in digital PR and influencer work, handling ethical dilemmas and building an ethical communication culture.

Ethical lapses can destroy careers and reputations. You will learn to make sound ethical decisions in PR.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Code of conduct reviews, ethical dilemma workshops, case studies and group discussions.

Course objectives

By the end of this course, participants will be able to:
• Explain core principles of PR ethics
• Apply professional codes of conduct
• Ensure honesty and transparent disclosure
• Manage conflicts of interest
• Address ethical issues in digital PR
• Resolve ethical dilemmas and build an ethical culture

Target audience

This course is suitable for:
• PR and communication professionals
• Communication managers
• Agency staff
• Corporate affairs staff
• Students of public relations



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Target competencies

Participants will develop competencies in:

- Ethical reasoning
- Code application
- Disclosure
- Conflict management
- Dilemma resolution

Course outline

Day 1: PR Ethics

09:00–10:08	Why ethics matter
10:08–11:00	Principles
11:00–11:30	**Coffee break**
11:30–11:45	Principles (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Codes of Conduct

09:00–10:08	Professional codes
10:08–11:00	Obligations
11:00–11:30	**Coffee break**
11:30–11:45	Obligations (continued)
11:45–12:53	Enforcement
12:53–14:00	Workshop

Day 3: Honesty and Disclosure

09:00–10:08	Truthfulness
10:08–11:00	Disclosure
11:00–11:30	**Coffee break**



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11:30–11:45	Disclosure (continued)
11:45–12:53	Paid content
12:53–14:00	Exercise

Day 4: Digital Ethics

09:00–10:08	Influencers
10:08–11:00	Fake accounts
11:00–11:30	**Coffee break**
11:30–11:45	Fake accounts (continued)
11:45–12:53	Data and privacy
12:53–14:00	Case study

Day 5: Dilemmas and Culture

09:00–10:08	Decision models
10:08–11:00	Dilemma practice
11:00–11:30	**Coffee break**
11:30–11:45	Dilemma practice (continued)
11:45–12:53	Ethical culture
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**€3,150.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
London Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,450.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Barcelona Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,840.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Dubai Confirmed dates	25 Jan 2027	29 Jan 2027	**€3,150.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Vienna Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,940.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,650.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Rome Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,890.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Vienna Confirmed dates	3 May 2027	7 May 2027	**€2,940.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	24 May 2027	28 May 2027	**€1,890.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Istanbul Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,650.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.–**
Amsterdam Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,540.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.–**
Paris Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,860.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,840.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,890.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Rome Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,450.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Rome Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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