

## Media Training



**Course developer:**  
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**System requirements:**  
PC/Mac with Adobe Flash Player v.9.1 installed and Internet connection.

**Estimated time:** 2 hours

**Price:** 229 €

### **Overview:**

This course is intended to provide the knowledge needed when communicating with representatives of the media. Media Training is recommended for all personnel in management-, information-, personnel- and PR departments. The course consists of four chapters followed by control questions.

### **Scope:**

Media Training

### **Learning objectives and learner outcomes:**

Those who successfully complete the course will obtain basic knowledge of how to act when in contact with the media. After completing the course you will have a good understanding of how the media works and how to avoid the most common mistakes when communicating with members of the press. You will also learn how to use the media to convey a message and to benefit from public appearances.

### **Course prerequisites:**

The course is open to all positions ashore and managing positions onboard.