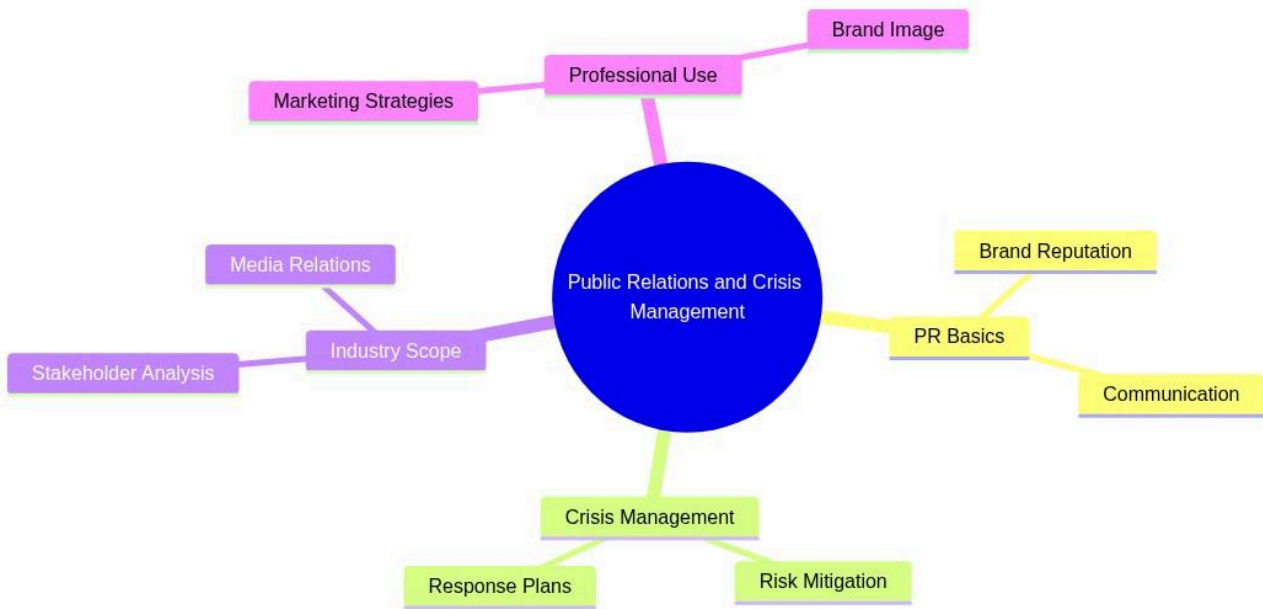


Professional Certificate in Aerospace and Defence Branding and Marketing

# Public Relations and Crisis Management



mindmap

```

root((Public Relations and Crisis Management))
  PR Basics
    Brand Reputation
    Communication
  Crisis Management
    Risk Mitigation
    Response Plans
  Industry Scope
    Stakeholder Analysis
    Media Relations
  Professional Use
    Marketing Strategies
    Brand Image
  
```