

CIPR Foundation Award in Public Relations

LEARNING WITH PR ACADEMY 



With almost 1,000 people choosing to learn with us each year, PR Academy is a leading provider of public relations education in the UK. We work with top awarding bodies like the Chartered Institute of Public Relations (CIPR) and the best practitioner and academic minds to develop and deliver courses that meet the challenges facing today's communication professionals.

Why choose us as your study partner? Our philosophy is simple: we don't rest until we've done everything we can to make sure you succeed. Our students' consistently high results speak for themselves and are available to [view on our website](#). But we also believe that studying should be fun. You will make great new friends, study at the smartest venues and in the best online spaces, and learn from the sharpest minds

WHY STUDY FOR A PROFESSIONAL QUALIFICATION?

A professional qualification will make you a more confident communicator and help you in your career. You will learn the theory and how to apply it. Come away with strategies to ensure your communication has impact.

For employers it means:

- Skilled and knowledgeable team member
- Confident decision maker
- Motivated team member
- Fresh insights and latest thinking
- Improved performance.

WHAT WILL I LEARN?

Studying for the CIPR Foundation Award will help you to understand what public relations is, what it can achieve and equip you with some essential PR skills. Come away with a deeper understanding of the role of PR and how it relates to other communication disciplines.

[The full syllabus](#) can be found at the end.

COURSE INFORMATION AT A GLANCE

Level	Length	Tuition fees (ex VAT)	CIPR Awarding body fee (no VAT)	CIPR Course registration fee (no VAT)	Total course fees (ex VAT)	Total course fees (Inc. VAT)	Delivery method		
							Face to face	Online	Blended
A Level	2 months	£550	£75	£75	£700	£810	N/A	✓	N/A

IS THE COURSE RIGHT FOR ME?

Yes, if...

- You are a school or college leaver
- You want to move into public relations
- You are trying to decide if PR is the right career for you
- You want to study for the CIPR Advanced Certificate in Public Relations but don't meet the entry criteria
- You want a grounding in the PR basics
- You may have done our MOOC (Massive Open Online Course) and now want to get a qualification under your belt.

If you aren't sure whether you meet the entry criteria, get in touch by calling [+44 \(0\)203 862 6910](tel:+442038626910) or emailing courses@pracademy.co.uk.

The full [CIPR enrolment](#) criteria can be found at the end.

WHO WILL TEACH ME?

Our teaching team members all have great experience. They'll not only get you thinking about the theory but how it works in practice too. This course is taught by:

Ann Pilkington

What Ann says:

"It's a real privilege to meet and work with so many professional communicators. Studying provides a great opportunity to step back a bit from the "day job" and so I like sessions to be reflective, challenging and interactive.

One of my interests is communication on projects, an area that is often overlooked which is what prompted me to write my book on the subject.

I also do consultancy which helps me to understand how communication practice is changing and reflect this in my teaching.

Having started out in regional journalism, I moved into PR working with high profile brands The AA, BT, The Woolwich and Barclays. My next step was to lead on communication for large government change programmes before co-founding PR Academy in 2007"

Kate Lomax

What Kate says:

"It was my first job at Ofcom that introduced me to the wonderful world of PR after a brief stint working in media and marketing. I knew after a couple of days in the office that this was the career for me. One of the things I love about PR is the fact that every day is different and you never know what's round the corner. I have seen a lot of changes since joining the profession and this has kept me on my toes, always learning new skills.

My work experience is from a diverse range of sectors. Following my time in the public sector at Ofcom I moved into the travel industry working for TUI on their brands Thomson and First Choice. I have then progressed into the financial services sector in my current role working for the accountancy firm EY. For me PR has allowed me to transfer my skills to different sectors and I have enjoyed moving around acquiring new insights. My area of specialism is issues, crisis and reputation management.

If I am not working I am juggling being a mother to two boys or out running trying to make sure I can keep up with them!"

Tim Morris

What Tim says:

I most love being in the classroom teaching face-to-face, interacting with students and helping them to grasp academic concepts that they can use in their assignments or, better still, in their working lives.

With more than 25 years experience in the field of public relations, I decided a few years ago to turn my hand to sharing some of what I have learnt in the classroom. I have also previously taught as an associate lecturer on the BA course in public relations at the University of the Arts, London.

I have worked for Sussex Police, the Parole Board for England & Wales, Surrey Police, the Home Office, the Metropolitan Police Service and the Inland Revenue in a variety of public relations roles. I left the public sector a few years ago and went to work in consultancy, for Linstock Communications specialising in reputation management, media relations and behaviour change.

I now run my own small public relations consultancy, Rhetor Communications, working with clients across the IT, sustainability, property and financial services sectors. I have also recently taken up a part-time role as Director of Marketing at a tech start-up company, selling an innovative business continuity solution called Crises Control."

HOW WILL I LEARN?



Our **online courses** are taught through live webinars (which are also recorded), online discussions, and guided reading. We put a high level of tutor support into online courses – you are guided throughout with a tutor always on hand to help.

All students receive access to PR Academy's online learning centre with discussion forums and links to useful resources and an online library with a range of e-books and papers.

What you need to get started

- Access to a computer with internet access and Microsoft Office applications (Word and PowerPoint) and Adobe Acrobat Reader.
- A headset/audio for your PC for taking part in webinars using Adobe Connect (online option only)
- An email address
- As well as the tuition time, you'll need to set aside approximately 4 hours per week/over the time of the course for self-study.

HOW IS THE COURSE ASSESSED?



There is one three-hour open book examination involving a report, a news release exercise and an essay.

WHEN CAN I STUDY?



Spring 2017

Online Option webinar dates (19.00 UK Time)

Tue 23 May 2017 (13.00 introductory webinar)

Thu 25 May 2017

Thu 01 June 2017

Thu 08 June 2017
Thu 15 June 2017
Thu 22 June 2017
Thu 29 June 2017
Fri 07 July 2017 (online exam 13.30)

Autumn 2017

Online Option webinar dates (19.00 UK Time)

Tue 17 October 2017 (13.00 introductory webinar)
Thu 19 October 2017
Thu 26 October 2017
Thu 02 November 2017
Thu 09 November 2017
Thu 16 November 2017
Thu 23 November 2017
Fri 01 December 2017 (online exam 13.30)

Winter 2018

Online Option webinar dates (19.00 UK Time)

Tue 30 January 2018 (13.00 introductory webinar)
Thu 01 February 2018
Thu 08 February 2018
Thu 15 February 2018
Thu 22 February 2018
Thu 01 March 2018
Thu 08 March 2018
Fri 23 March 2018 (online exam 13.30)

Spring 2018

Online Option webinar dates (19.00 UK Time)

Tue 15 May 2018 (13.00 introductory webinar)
Thu 17 May 2018
Thu 24 May 2018
Thu 31 May 2018
Thu 07 June 2018
Thu 14 June 2018
Thu 21 June 2018
Fri 06 July 2018 (online exam 13.30)

Autumn 2018

Online Option webinar dates (19.00 UK Time)

Tue 14 August 2018 (13.00 introductory webinar)
Thu 16 August 2018
Thu 23 August 2018
Thu 30 August 2018
Thu 06 September 2018
Thu 13 September 2018
Thu 20 September 2018
Fri 05 October 2018 (online exam 13.30)

ABOUT THE CHARTERED INSTITUTE OF PUBLIC RELATIONS (CIPR)



The CIPR is the only public relations professional body in the UK with a Royal Charter. The CIPR Awarding Body develops, regulates and controls the CIPR Diploma, Advanced Certificate and Foundation Award in public relations, the Internal Communication Certificate and Diploma, and the Public Affairs Diploma.

PR Academy has been delivering CIPR courses since 2007. We have worked closely with the CIPR over the years to develop its Internal Communication and Public Affairs courses, and we pioneered the development of the online versions of its qualifications.

The CIPR Foundation Award enables you to go on to study for the [CIPR Advanced Certificate in Public Relations](#)

You can join the CIPR and benefit from its Continuous Professional Development (CPD) programme and earn 40 CPD points for this course.

HOW DO I ENROL?



Simply visit our website www.pracademy.co.uk and use the **ENROL** button to start the enrolment process. Do this as early as possible so that we can get everything organised before the start date.

Contact us

Telephone: +44 (0)20 3862 6910

Email: courses@pracademy.co.uk

SYLLABUS



Aim of course: to introduce the profession of public relations and develop key writing skills.

Unit 1 – Distinguishing PR activities

Learning objectives:

- To enable students to define the field and scope of public relations and its relationship with marketing, advertising publicity, propaganda etc.
- Students will also be able to demonstrate an understanding of the way that public relations is placed within organisations (in terms of its relative position to the dominant coalition, budget share etc.).
- Broad introductions will be given to some specialist areas including financial/investor public relations, lobbying, marketing PR (FMCGs) sponsorship, working in-house or in a consultancy and corporate social responsibility.

- Concepts such as relationship building, reputation management and working with publics will be illustrated.

Unit 2 – Writing for news media and online audiences

Learning objectives:

To make clear the basics of working in partnership with the news media and meeting their needs:

- Writing press releases for them
- Knowing what is news and why it needs currency and human interest
- Beginning to understand what makes a good picture for print, the right sound for radio and when something might be of interest to television
- To understand the needs of online audiences and influencers such as bloggers, what makes a good concept for a viral video and to be able to write a blog post or tweet to publicise a news event

Unit 3 – Ethics and the PR professional

Learning objectives:

- To establish the role of the professional practitioner - difficult choices will be debated for those working under the CIPR code of conduct.
- What it means to use an ethical approach and examine a commitment to continuous professional development (CPD)

Learning outcome:

At the end of the course you will be able to demonstrate:

- An understanding of and be able to differentiate between the concepts and practices of public relations; marketing; advertising; publicity; public information, spin and propaganda
- An understanding of and work with key PR terms: publics; reputation; relationships; media relations; newsworthy; dialogue; mutual understanding; social responsibility; evaluation and communication
- An understanding of and knowledge of how to work under the CIPR code of conduct
- An understanding of when and how to write and place a news release, a blog post or a tweet (micro-blog)

ENROLMENT CRITERIA?



You qualify for the CIPR Foundation Award if you have five GCSEs at Grade C or above (one of which must be in the English language).

You may still be accepted without the necessary GCSEs or GCEs. This is at the discretion of the teaching centre on the basis of your professional experience (not necessarily in public relations).

In addition, those whose first language is not English must be able to demonstrate proficiency in the language – spoken and written – to an International Language Testing System (IELTS) band score of 6.5 or equivalent.

If you are unsure about eligibility, contact us by calling +44 (0)203 862 6910 or emailing courses@pracademy.co.uk

Start getting involved now!

- Follow us on Twitter [@pracademy](https://twitter.com/pracademy)
- Join the PR Academy group on [LinkedIn](https://www.linkedin.com/company/pracademy)
- Become a fan of our [Facebook](https://www.facebook.com/pracademy) page