

## CIPR Crisis Communication Diploma

### 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?

Learn about the different levels and impacts of crises, the building and maintaining of effective plans and the purpose and importance of training. Discover how to use influencing strategies to avoid or avert a crisis. Other topics covered include:

- Crisis prone behaviour and management styles
- The organisation in society
- Issues management
- Reputation, vulnerabilities and opportunities
- Trust as an asset

- Relationships – why and how they can support or threaten
- Carrying out effective audits and research.

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
Masters	6 months	£1340	£320	£75	£1735	£2003	N/A	N/A	✓

If you are paying for the course yourself you can pay by [instalment](#).

## IS THE COURSE RIGHT FOR ME?

Yes, if...

- You are an experienced public relations practitioners who wants to develop your expertise in the area of response and crisis management.

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:

### Chris Tucker

After obtaining her BA Hons Chris Tucker began her career in the marketing sector. She has, however, spent the past 20 plus years in Public Relations working in the voluntary, public and private sectors.

Chris joined Barclays as Head of PR for Barclaycard. She went on to hold a number of PR positions across the bank looking after areas as diverse as business-to-business, international, CSR and IT before finally taking up the position of PR Director for the whole group in 2000.

## HOW WILL I LEARN?

This **online course** is taught through live webinars (which are also recorded for later playback), online discussions, guided reading and an optional face to face workshop held in central London. 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
- An email address
- As well as the tuition time, you'll need to set aside approximately 6 to 8 hours per week/over the time of the course for self-study. This might increase as you work towards submitting your assessments.

## HOW IS THE COURSE ASSESSED?



Assessment is the completion of a 6000 word research report that uses a range of research methods to investigate, explain, critique and extend a chosen area or crisis or response theory or practice encountered on the course or in the workplace.

Previous topics have included:

- To what extent does social media create opportunities and threats for police public relations practitioners dealing with a crisis?
- A review of the current use of social media by a global energy company and how prepared it is to communicate using social media in crisis.
- An assessment of a consulting group's reputation, threat risk and crisis communications readiness in London.
- An investigation into the extent pre-crisis CSR activity can protect an engineering firm during health and safety-related crises.

## WHEN CAN I STUDY?



**Autumn 2017: Course opens Fri 06 October 2017**  
**Webinar broadcast live at 13.00, recorded for later playback**  
**Workshop starts in London 10.30am**

Wed 11 October 2017	Webinar
Wed 18 October 2017	Webinar
Wed 25 October 2017	Webinar
Wed 01 November 2017	Webinar
Wed 08 November 2017	Webinar
Wed 15 November 2017	Webinar
Fri 24 November 2017	Workshop
Wed 29 November 2017	Webinar
Wed 17 January 2018	Webinar
Wed 07 February 2018	Webinar
<b>Assessment deadlines</b>	
Fri 26 January 2018	Project outline deadline
Fri 23 February 2018	Project draft chapter and methodology deadline
Thu 29 March 2018	Project submission deadline

**Winter 2018: Course opens Fri 23 February 2018**  
**Webinar broadcast live at 13.00, recorded for later playback**  
**Workshop starts in London 10.30am**

Wed 28 February 2018	Webinar
Wed 07 March 2018	Webinar
Wed 14 March 2018	Webinar
Wed 21 March 2018	Webinar
Wed 28 March 2018	Webinar
Wed 04 April 2018	Webinar
Fri 13 April 2018	Workshop
Wed 25 April 2018	Webinar
Wed 02 May 2018	Webinar
Wed 06 June 2018	Webinar
<b>Assessment deadlines</b>	
Fri 11 May 2018	Project outline deadline
Fri 25 May 2018	Project draft chapter and methodology deadline
Fri 27 July 2018	Project submission deadline

**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.

On successful completion of the CIPR Crisis Communication Diploma you can fast-track to become a [CIPR Accredited Practitioner](#).

You can join the CIPR and benefit from its Continuous Professional Development (CPD) programme and earn 60 CPD points for this course.

## HOW DO I ENROL?

Simply visit our website [www.pracademy.co.uk](http://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](tel:+442038626910)

Email: [courses@pracademy.co.uk](mailto:courses@pracademy.co.uk)

## SYLLABUS

### Aims

- To develop an understanding of the theories and knowledge required for analysing the causes and weighing the likelihood of unexpected circumstances that demand urgent responses or that might lead to the need for crisis management.
- To develop the skills and knowledge needed for auditing, planning and managing public relations for when the pressure mounts for an urgent response or during a crisis.

### Indicative content

- Public relations and media theories
- The organisation in society
- Case study identification, compilation and analysis
- Issues management workshop
- Risk assessing
- Analysing crisis prone organisations and underlying causes
- Theories and practical examples will be examined to evaluate the opportunities and threats to trust and reputation, which out of the ordinary occurrences present to organisations
- The role of the media (news and social) will be considered using real and hypothetical examples.
- Research methods needed for auditing organisations so that effective plans can be created
- Planning issues will be reviewed along with the different requirements demanded by the level of the response needed and any developing crisis
- Testing methods and scenarios for the plans will be explored

### Learning outcomes: at the end of the module students should be able to:

- Critically evaluate a wide range of relevant public relations theories and concepts
- Understand the roots of reputation and the risks it runs
- Understand the opportunities for reputation development presented by out of the ordinary occurrences
- Understand the winning, maintenance and destruction of trust or the withdrawal of society's permission to operate
- Identify, research and write case studies that can be used to develop best practice
- Analyse and define types of crisis
- Analyse trends in management practice, organisations and working environments to predict when a crisis might arise
- Appreciate the needs of the news media and an organisation's publics and the impact of social media, when normal service is interrupted or not available for a number of reasons
- Appreciate the ways in which a crisis can be averted
- Understand the appropriate application of a range of primary and secondary research tools
- Realise the requirements of producing realistic risk communication audits
- Understand the importance of sourcing, reviewing and critiquing appropriate case studies and literature
- Make links between theories, concepts and practices outlined in earlier modules and current public relations practice
- Create scenarios for testing an organisation's readiness to respond
- Build test and maintain plans for managing public relations during a crisis.

## ENROLMENT CRITERIA?



You qualify for the CIPR Crisis (Response) Communication Diploma if you hold one or more of the following:

- CIPR Advanced Certificate
- one of the following **plus one year's** relevant full-time employment in public relations (or related sectors, e.g. marketing, journalism) and five GCSEs at grade C or above, one of which must be in the English language:
  - CIPR Internal Communications Certificate
  - postgraduate professional qualification in a related discipline (e.g. CIM diploma)
  - UK Bachelor's degree or equivalent in a PR-related discipline: business, marketing, management, communication, media or journalism.
- one of the following **plus two years'** relevant full-time employment in public relations (or related sectors) and five GCSEs at grade C or above, one of which must be in the English language:
  - CAM Advanced Diploma in Marketing Communication
  - NCTJ Diploma
  - UK Bachelor's degree or equivalent in any other subject
  - LCCIEB qualification which must comprise five level-three subjects in PR, marketing, advertising, and principles and practice of management
- **four years'** relevant full-time employment in public relations (or related sectors) and five GCSEs at grade C or above, one of which must be in the English language.

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.

Relevant experience should include at least 50% of the following:

- PR planning and crisis management / managing the PR aspect of a potential crisis situation
- planning, developing and implementing PR strategies
- organising events including press conferences, exhibitions, open days and press tours
- researching, writing and distributing press releases to targeted media
- coaching client representatives in effective communication with the public and with employees
- preparing and delivering speeches to further public relations objectives
- establishing and maintaining co-operative relationships with representatives of community, consumer, employee, and public interest groups
- Preparing or editing organisational publications for internal and external audiences, including employee newsletters and stockholder reports.

If you don't have sufficient experience in these areas, the [Advanced Certificate](#) may be a better starting point for you.

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

### Start getting involved now!

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