

## CIPR Internal Communication Certificate

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 Internal Communication Certificate will provide you with a sound introduction to this fast growing and important area of business practice. The course covers employee engagement, organisational culture, language and tone, planning and social media use. Come away from the course able to think more critically and equipped with the knowledge and theory to back up your decisions. [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
Degree	6 months	£1155	£260	£75	£1490	£1721	✓	✓	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 interested in pursuing a career in internal communications
- You have been working in internal communications for at least a year and want to obtain your first professional qualification in the subject
- You are working in any related field of PR (for e.g. media relations, event management, CSR or public affairs) and would like to understand more about internal communications.

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.

### [Jane Revell](#)

#### What Jane says:

What I love about every role I have done in my career is working with such different people, building strong relationships and seeing the impact of our work and the difference it makes to people. From starting out in media relations at the Automobile Association (the AA) to managing communications to support the biggest change programme Camden Council had seen in its history, my experience in PR and internal communications is hugely varied.

I am now Head of Internal Communications Strategy at Headlines, a leading internal communications agency, working with organisations as diverse as blue chip global businesses to not-for-profit membership associations. I love that each day I can be doing something completely different, from communications audits to strategic campaign planning and advising on social media.

I am long standing member of the CIPR and have been awarded Chartered practitioner status. Continuous Professional Development (CPD) is really important to me, developing my own professional skills as well as supporting others in the industry.

## HOW WILL I LEARN?



Our **face to face** classes are held in central London. We mostly use the lovely [Etc Venues at Norton Folgate, Bishopsgate](#) which is near Liverpool Street Station. The venue is designed especially for training with lovely food, WIFI and light, modern classrooms.

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 to 6 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?



You will write a 3000 word essay (called a critique) that explores and examines a single aspect of internal communication theory in the context of one particular organisation, this can of course be your own organisation. It is a great opportunity to take a "deep dive" into an area of internal communication and can also help you and your employer.

## WHEN CAN I STUDY?



### Autumn 2017

#### Face to Face Option Class dates

Sat 14 October 2017

Sat 04 November 2017

Sat 25 November 2017

Sat 13 January 2018

#### Online Course Option Webinar broadcast live at 19.00, recorded for later playback (opens Fri 06 October 2017)

Tue 10 October 2017

Tue 17 October 2017

Tue 24 October 2017

Tue 07 November 2017

Tue 14 November 2017

Tue 21 November 2017

Tue 28 November 2017	
Tue 16 January 2018	
Tue 20 February 2018	
<b>Assessment deadlines</b>	
Fri 26 January 2018 (Feedback by Mon 05 February 2018)	ICC Critique outline deadline
Thu 29 March 2018	ICC Critique submission deadline

**Winter 2018**

<b>Face to Face Option Class dates</b>	
Sat 24 February 2018	
Sat 17 March 2018	
Sat 07 April 2018	
Sat 28 April 2018	
<b>Online Course Option Webinar broadcast live at 19.00, recorded for later playback (opens Fri 23 February 2018)</b>	
Tue 27 February 2018	
Tue 06 March 2018	
Tue 13 March 2018	
Tue 20 March 2018	
Tue 10 April 2018	
Tue 17 April 2018	
Tue 24 April 2018	
Tue 01 May 2018	
Tue 05 June 2018	
<b>Assessment deadlines</b>	
Fri 11 May 2018 (Feedback by Mon 21 May 2018)	ICC Critique outline deadline
Fri 27 July 2018	ICC Critique 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.

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

A valuable qualification in its own right, the CIPR Internal Communication Certificate:

- Prepares you for the [CIPR Internal Communication Diploma](#)
- Can be substituted for the final module of the [CIPR Advanced Certificate in Public Relations](#).

## 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



### Module 1 – Organisational culture and transformation (theory)

Aim: to provide a general introduction to organisational culture and transformation.

Corporate Strategy. Organisational structure. Systems theory, chaos and complexity theories. Employee motivation and Human Relations thinking. The impact of internal communication on culture. The effect of organisational culture on communication and engagement.

### Learning objectives

You will learn:

- the background to organisational culture and transformation
- what culture is
- why organisations need to transform and how they do it
- how internal communication and engagement supports transformation.

### Learning outcomes

- You will be able to use knowledge of how culture impacts organisational effectiveness.

### Module 2 – Communication theory and strategic internal communication and engagement (theory)

Aim: To provide a general introduction to communication theory.

The communication process. Effective communication and engagement. Focus on identifying the key issues facing internal communicators in setting the right strategies. The strategic management of internal communication – themes and principles.

### **Learning objectives**

You will learn:

- the background to communication theory
- how communication and engagement are linked
- why organisations need to communicate
- the difference between internal communication strategy and tactics.

### **Learning outcomes**

You will be able to use knowledge of:

- the way that effective internal communication strategy can change culture and enable organisations to achieve transformation objectives.

### **Module 3 – Planning and managing tactics (professional knowledge)**

Aim: To provide basic introduction to planning models.

Internal communication strategy and planning. Research approaches in IC. Tactics and the role of line management. Measuring, monitoring and evaluating internal communications.

### **Learning objectives**

You will learn:

- the background to planning models
- how to conduct research
- how to develop the right tactics
- measurement and evaluation.

### **Learning outcomes**

You will be able to use knowledge of:

- effective use of research for planning, tactical implementation and measurement.

### **Module 4 – Setting the right tone of voice (professional knowledge)**

Aim: To provide understanding of effective verbal and written communication.

Writing to engage your people. Effective presentations. Using corporate brand guidelines.

### **Learning objectives**

You will learn:

- the way that language interests the reader
- how to avoid using jargon
- how to engage a live audience
- the importance of following brand and tone of voice guidelines.

### **Learning outcomes**

You will be able to use knowledge of:

- effective written and verbal communication.

### **Module 5 – Using social media for internal communication (professional knowledge)**

Aim: To provide understanding of social media in the internal communication context.

Understanding wikis, blogs, podcasts etc. Focus on when and where it is appropriate to use new media.

### **Learning objectives**

You will learn:

- the different properties of social media
- how social media enables collaboration
- how to use social media effectively
- the golden rules of using social media.

### **Learning outcomes**

You will be able to use knowledge of:

- how to include social media effectively in the internal communication mix.

### **Module 6 – Role of internal communications in transforming organisations (professional development)**

Aim: To provide understanding of the role of the internal communicator

Internal communicators as organisational leaders. Networking, negotiation, decision making. Development of a personal development plan. Learning objectives and outcomes

### **Learning objectives**

You will learn:

- how communication enables leadership
- how to develop effective management skills
- how to embark upon a career development plan.

### **Learning outcomes**

You will be able to use knowledge of:

- how to develop a long term career in internal communication.

## **ENROLMENT CRITERIA?**



This course is suitable if you are in the first few years of your internal communication career, are considering a career in internal communication or are working in a related field (e.g. media relations, event management, CSR or public affairs). You will qualify to study for the CIPR Internal Communication Certificate if you have any one of the following:

- CIPR Foundation Award in Public Relations

- Any UK recognised degree
- Two years' relevant full-time employment in public relations/internal communication (or related sectors e.g. marketing, journalism, and some general business sectors) and five GCSEs grade C or above, one of which must be English Language
- LCCIEB Group Diploma in PR and one year's experience in PR/internal communication.

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:

- writing press releases
- internal and external communications, including social media
- media relations
- event organisation
- managing press launches
- Presentations.

If you don't have enough experience in these areas, [Foundation Award](#) 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!**

- Follow us on Twitter [@pracademy](#)
- Join the PR Academy group on [LinkedIn](#)
- Become a fan of our [Facebook](#) page