

CIPR Advanced Certificate 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 Advanced Certificate in Public Relations is a great way to develop your skills or gain a solid introduction to public relations. Learn how to think in a more planned and focused way. Discover how communication works and the latest ideas regarding social media. Come away from the course a more critical thinker, equipped to ask the killer questions that will gain you the respect of clients/colleagues and deliver winning campaigns. [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 | 10-12 months | £1780 | £780 | £75 | £2635 | £2991 | ✓ | ✓ | 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 PR
- You have been working in the PR industry at a fairly junior level for at least two years
- You are working in any field of PR (e.g. media relations, internal communications or public affairs) and would like to obtain your first professional qualification.

If you aren't sure whether you meet the entry criteria, get in touch by calling [+44 \(0\)20 3862 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:

Maud Davis

Having started out as a consumer journalist with Good Housekeeping magazine, Maud moved into PR working with Hill and Knowlton, Nexus Communications, Richmond Towers and Slimming World. Now a food PR consultant, specialising in media relations, she brings this experience to workshops. She also mentors those working in communications through programmes such as the GCS Talent Development Programme. Maud's workshops are especially lively and she likes to use video and encourage learning through collaboration and creation.

Heather Yaxley

Heather worked at the sharp-end of PR in the motor industry before establishing Applause Consultancy in 2000 to advise on communication strategies and educational initiatives. A thought-leader with a presence across digital and traditional media, Heather is the author of the Greenbanana blog and chapter author of the 4th edition of Alison Theaker's Public Relations Handbook and co-editor of the Strategic Public Relations Toolkit.

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 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?

Assessments are directly related to each study unit – i.e. one assignment per unit.

A new syllabus is in development and will be published shortly.

WHEN CAN I STUDY?

Autumn 2017

Face to Face Option: Class dates (10.00 – 17.00)

Sat 14 October 2017

Sat 04 November 2017

Sat 25 November 2017

Sat 13 January 2018

Sat 10 February 2018

Sat 28 April 2018

Sat 09 June 2018

Online Option Webinar Dates 19.00 (opens online 13 October 2017)

Wed 18 October 2017

Wed 25 October 2017

Wed 08 November 2017

Wed 15 November 2017

Wed 29 November 2017

Wed 06 December 2017

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| Wed 31 January 2018 | |
| Wed 14 February 2018 | |
| Wed 21 February 2018 | |
| Wed 02 May 2018 | |
| Wed 06 June 2018 | |
| Assessment deadlines | |
| Fri 05 January 2018 | Assessment 1 deadline |
| Thu 29 March 2018 | Assessment 2 deadline |
| Fri 27 July 2018 | Assessment 3 deadline |

Spring 2018

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| Face to Face Option: Class dates (10.00 – 17.00) | |
| Sat 07 April 2018 | |
| Sat 12 May 2018 | |
| Sat 02 June 2018 | |
| Sat 08 September 2018 | |
| Sat 22 September 2018 | |
| Sat 03 November 2018 | |
| Sat 17 November 2018 | |
| Online Option Webinar Dates 19.00 (opens online 06 April 2018) | |
| Wed 11 April 2018 | |
| Wed 25 April 2018 | |
| Wed 09 May 2018 | |
| Wed 23 May 2018 | |
| Wed 06 June 2018 | |
| Wed 20 June 2018 | |
| Wed 05 September 2018 | |

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| Wed 19 September 2018 | |
| Wed 03 October 2018 | |
| Wed 07 November 2018 | |
| Wed 21 November 2018 | |
| Assessment deadlines | |
| Fri 27 July 2018 | Assessment 1 deadline |
| Fri 19 October 2018 | Assessment 2 deadline |
| Fri 04 January 2019 | Assessment 3 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 Advanced Certificate prepares you for the [CIPR Professional PR Diploma](#).

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](tel:+44(0)2038626910)

Email: courses@pracademy.co.uk

SYLLABUS

A new syllabus is in development and will be published shortly.

ENROLMENT CRITERIA?

This qualification is ideal if you are in the early stages of your PR career (new starter or PR Executive).

You will qualify to study for the CIPR Advanced Certificate in Public Relations if you have any one of the following:

- CIPR Foundation Award in Public Relations

- Any UK recognised degree or equivalent
- Two years' relevant full-time employment in public relations (or related sectors e.g. marketing, journalism) and five GCSEs 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:

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

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

If you are unsure about eligibility, contact us at 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