

## CIPR Specialist Diploma: Crisis Communication

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.

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

Wed 18 October 2017

Wed 25 October 2017

Wed 01 November 2017

Wed 08 November 2017

Wed 15 November 2017

Fri 24 November 2017 (workshop)

Wed 29 November 2017

Wed 17 January 2018

Wed 07 February 2018

**Assessment deadlines**

Thu 29 March 2018

**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

Wed 07 March 2018

Wed 14 March 2018

Wed 21 March 2018

Wed 28 March 2018

Wed 04 April 2018

Fri 13 April 2018 (workshop)

Wed 25 April 2018

Wed 02 May 2018

Wed 06 June 2018

Assessment deadlines

Fri 27 July 2018

## 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, Certificate and Foundation 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 Specialist Diploma: Crisis Communication 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



The CIPR Specialist Diploma (Crisis Communication) introduces the theories and knowledge required to analyse the causes, and weigh the likelihood, of unexpected circumstances that demand urgent responses or that might lead to the need for crisis communication. It considers the skills and knowledge needed for auditing, planning and managing public relations when the pressure mounts for an urgent response or during a crisis. An analytical perspective is applied to encourage candidates to take a reflective approach in examining their own experience alongside case studies of organisations and scenarios.

### Qualification objectives:

Successful candidates will be able to:

1 Apply key concepts in crisis response:

- The societal, economic and media crisis context;
- Relevant public relations theories and concepts;
- The roots of reputation;
- The risks to, and the role and value of, reputation in a crisis;
- Winning trust and the withdrawal of society's permission to operate;
- The difference between emergency communications and a crisis;

- The crisis and issues lifecycle;
- Identifying and managing key stakeholders in a crisis;
- The influence of social media, groupthink and the active citizen.

2 Apply best practice models including:

- Assessing public risk (particularly for public bodies including the precautionary principle);
- Analysing and defining types of crisis;
- Analysing trends in management practice, organisations and their working environments to predict when a crisis might arise;
- The role of the professional practitioner in crisis management and their place in the crisis management team;
- Researching and producing analysis of a crisis communication-related issue or development;
- Managing media and social media in a crisis.

3 Prepare and critically evaluate crisis response, including:

- Establishing a crisis-ready organisation;
- Testing methods and scenarios for crisis plans;
- Strategic and tactical messaging in a crisis;
- Learning from the crisis, and post-crisis reputation repair.

## HOW IS THE COURSE ASSESSED?



**Assessment:** Executive report and summary situation analysis

**Aim:** To enable students to demonstrate competence in undertaking an analysis of a case study situation/issue to inform crisis response preparation and strategies.

**Topic of inquiry:** Candidates will be required to evidence professional judgement in identifying a suitable crisis communication case study as their chosen topic of inquiry. This could be based on the candidate's own organisation, a client or another organisation of the candidate's choice.

**Submission:** The assignment will comprise two elements:

1. A 3,000-word (+/- 10%) executive report comprising:
  - a) A clear and concise statement including:
    - a description of the case study situation
    - justification of the identified issue(s) as a past or potential threat to the organisation (and/or sector) and its strategy; and
    - an explanation of how the issue(s) led, or could lead, to the need for crisis communication;
  - b) Description of the analytical approach used to collect evidence of the issue and provide insight into its previous, current or potential impact on the organisation and/or sector and stakeholders;
  - c) Discussion and substantiation of the key findings and outcome of the research and analysis which advise the need for response, or an evaluation of a past crisis communication response;
  - d) Identification and explanation of crisis communication objectives (derived from the research and analysis) **or** conclusions and recommendations based on the examination of the past issue that led to the need for crisis communication.
2. Supporting 2,000-word (maximum) summary analysis of secondary research findings, including:

- Overview of secondary research undertaken;
- Relevant research methodology;
- Frameworks and models used to inform recommendations;
- Overview of ethical challenges encountered in the process

**Example topics:**

Failure of a new financial accounting IT system

Hacking of a consumer records database (ransom)

Potential regulatory action over the organisation's diversity policy

Imposition of special measures on a school or other regulated public sector body

Product recall caused by rogue employee sabotage.

**Completion of the assignment** involves the following activities:

- Reflection – candidates are required to use problem identification concepts and approaches to identify a relevant topic of inquiry. This will be a current or recent issue of concern for a specific organisation and/or sector, and may relate to the candidate's own experience.
- Fact finding – candidates are required to undertake data collection using a range of secondary research methods (literature, archives, published surveys, reports, etc.) to examine the chosen topic of inquiry.
- Insight – candidates are required to use a range of appropriate models, tools and methods to analyse the external and internal environment, the organisational issue and relevant stakeholder groups.
- Communication – candidates are required to review and structure their analysis of a situation in the form of an executive report.

**Word count**

A substantive response is necessary to meet the requirements for a Pass.

Bibliographies and footnotes are not included in the word count. Footnotes must not contain appendices or be used to include additional text that should have been in the main body of the work. The word count must be recorded in the appropriate space provided on the cover sheet and at the end of the text in the main document.

Candidates are allowed a +/- 10% leeway on the word count for the executive report. Anything outside this allowance will be penalised and may result in the assessment being graded Fail.

**ENROLMENT CRITERIA?**



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

- CIPR Professional PR 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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