

UoC Public Affairs Management and Practice

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COURSE ACCREDITATION 

The UoC Public Affairs Management and Practice course is one of three PR Academy-run courses taught at degree level and accredited by the University of Chester. The other two courses are in Social Media and Digital Communication Management, and Communication Leadership and Management. For more information about either of these courses, visit the [PR Academy website](http://www.pracademy.co.uk).

Each course can be studied on its own. Complete one of these courses successfully and you will receive 20 credits towards the UoC Postgraduate Certificate in Corporate Communication. Complete all three courses successfully and you will achieve the full 60 credits needed for the award of Postgraduate Certificate in Corporate Communication from the University of Chester. Get in touch to find out more or visit our website.

If you achieve the Postgraduate Certificate in Corporate Communication, you are well on the way to a Masters. You can apply directly to the University of Chester to complete a Postgraduate Diploma or full MA in Corporate Communication via its work-based learning framework.

CONTINUOUS PROFESSIONAL DEVELOPMENT

Continuous professional development (CPD) is about best practice: keeping your skills and knowledge up to date so that you are equipped to meet the challenges of the fast-moving communications profession, and the demands of your clients and employers. By taking part in a recognised CPD programme, such as that run by the Chartered Institute of Public Relations (CIPR), you can obtain recognition for what you do to develop your skills and knowledge. Each activity you undertake is worth points, and you need to log 60 per year in the case of the CIPR scheme to remain on its programme. Complete this PR Academy course successfully and earn 30 CIPR CPD points

COURSE INFORMATION AT A GLANCE

Location based	Level	Length	Tuition fees (ex VAT)	UoC Awarding body fee (no VAT)	Total course fees (ex VAT)	Total course fees (inc. VAT)	Delivery method		
							Face to face	Online	Blended
UK/EU	Masters	6 months	£795	£335	£1130	£1289	N/A	✓	N/A
Overseas				£720	£1515	N/A			

IMPORTANT NOTES:

- The University of Chester awarding body fee varies according to whether you are a “home student”. There are various criteria for qualifying as a home student – for example length of time resident in the UK, if you are in doubt, please get in touch to check.
- The University of Chester will invoice you directly for the awarding body fee.

IS THE COURSE RIGHT FOR ME?

This course is right for you if...

You are working in corporate communications and public affairs and wish to develop a deeper understanding of the role and management of contemporary corporate public affairs in a variety of organisational contexts. The course is also suitable for those who currently have little or no direct professional involvement in public affairs work, but who wish to know more about the role of public affairs in supporting organisations to achieve their objectives. Boost your confidence in the workplace with this practical PR Academy course – newly accredited by the University of Chester. If you aren't sure whether this course is right for you, get in touch by calling +44 (0)203 8626910 or emailing courses@pracademy.co.uk

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:

Conor McGrath

Conor has worked as a researcher for a Conservative MP, as a senior account executive at a political intelligence firm in Westminster, and as a self-employed lobbyist. He currently acts as Deputy Editor of the Journal of Public Affairs, and as Practice Editor of Interest Groups and Advocacy. He has in the past served as: President of the Political Studies Association of Ireland; Chairman of the Northern Ireland Government Affairs Group; a member of the Management Board of the European Centre for Public Affairs; and Chair of Education at the Public Relations Institute of Ireland. He has written or edited seven books, and published over 30 journal articles and book chapters. Conor can be found on Twitter @ConorMcGrathPR

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.

Webinar:

You do not need to subscribe to Adobe Connect in order to take part in the webinars. Please click here to make sure your computer can connect to Adobe http://arcps.adobeconnect.com/common/help/en/support/meeting_test.htm

The course also includes:

- A work-related assignment
- Access to PR Academy's learning portal – including forums, podcasts, useful links, a chat facility, and online resources
- Access to a range of e-books via PR Academy and a wide range of reading resources via the University of Chester student portal.

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 4 hours per week/over the time of the course for self-study.

HOW IS THE COURSE ASSESSED?

To complete the course successfully, you will be required to undertake two separate pieces of work:

1. A 1,500-word case study report that analyses current public affairs issues and challenges facing a specific organisation. You will need to demonstrate an understanding of key issues analysis frameworks and analyse the critical stakeholder relationships that need to be addressed. As part of your analysis, you should identify the implications for the organisation of a failure to address each stakeholder group's concerns, and prioritise actions for the organisation's senior management. You will need to integrate into your discussion a clear element of reflection on your own practice in this field.
2. A 3,000-word case study report that analyses the operating environment and context for a specific organisation over the next two to three years. You will need to identify and prioritise the key issues from a corporate public affairs perspective that the organisation will need to monitor and address. The report should identify an outline of a public affairs strategy for the organisation that includes the key objectives, target stakeholder groups, and the broad public affairs approach and tactics to be adopted over the next two to three years. You will, again, need to draw on your own relevant practice and reflect on this.

See [full syllabus](#) at the end

WHEN CAN I STUDY?

2017 Start dates

Online

Mon 27 March 2017

Mon 11 September 2017

ABOUT THE UNIVERSITY OF CHESTER (UOC)

The University of Chester is the top-ranked 'new' university in the North West of England. Its Centre for Work Related Studies (CWRS) is renowned internationally for its ability to work with organisations and professionals in the workplace in order to

provide significant learning opportunities and real workplace impact. The University is acknowledged as a leader in the provision of work-based training and facilitation and so is a natural partner and awarding body for PR Academy's practically focused courses.

Please note that you will also have to enrol separately with the University of Chester to study this course – separate joining instructions will be provided.

SYLLABUS

- Understanding the role and scope of corporate public affairs functions – exploring the broader corporate and traditional
- 'government relation' view of public affairs
- Understanding the environmental/contextual factors and forces that may shape public affairs problems/issues
- The planning, implementation and evaluation of public affairs strategies and campaigns – the essential elements of public affairs management
- Analysing and managing stakeholder relationships – specifically the 'government, business, citizen' tripartite relationship
- Understanding the issues management function at the heart of public affairs work
- The range of corporate public affairs tools and communication techniques available to practitioners
- The role of public affairs in monitoring, influencing and shaping government/regulatory policies
- Lobbying practices and the related codes of practice and ethics for lobbyists
- Measuring and evaluating the impact of the corporate public affairs function and its contribution to organisational goal attainment

ENROLMENT CRITERIA?

You can study for the UoC Public Affairs Management and Practice course if you have one year's relevant full-time employment in public affairs or any other public relations or marketing discipline.

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

HOW DO I ENROL?

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

Contact us

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Email: courses@pracademy.co.uk