

UoC Social Media and Digital Communication Management

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With almost 1,000 people choosing to learn with us each year, PR Academy is the largest provider of public relations education in the UK. We design and deliver, both face to face and online, a wide range of courses in communication. We work with top awarding bodies, including the University of Chester, Chartered Institute of Public Relations (CIPR), International Association for the Measurement and Evaluation of Communication (AMEC), and the Association for Project Management (APM).

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COURSE ACCREDITATION 

The UoC Social Media and Digital Communication Management course is one of three courses run by PR Academy and accredited by the University of Chester. The other two courses are in Communication Leadership and Management, and Public Affairs Management and Practice. For more information about either of these courses, please 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. [Find out more.](#)

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 want a better understanding of how to make social media and digital communication a stronger element of your communication strategy at work. You may already be using them to a certain extent, or not using them at all. 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)203 862 6910 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:

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.

Heather Yaxley is course leader. She will be supported by guest lecturers.



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 essay that clearly demonstrates your ability to apply an understanding of social media terminologies, concepts and platforms to a specific organisational context. You will need to identify an element of emerging technology, or a terminology, technique or tool, and discuss its use by a profiled online user in relation to a specific organisational context. 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 essay that demonstrates your ability to interrelate and critique concepts and appropriate methodologies relevant to social media management from published sources and current practice. You will need to analyse a social media/digital communications issue or crisis facing an organisation of your choice, and to outline a planned response drawing on appropriate concepts and methodologies. 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



- The evolution of social media – exploring the trends and changes and looking at what might happen next
- The impact of media convergence – learn about citizen journalism and stakeholder activism on public relations, marketing, advertising, web/digital and customer service
- Social media research, strategy and planning – get introduced to social media strategy and planning models
- Audience profiling – learn to profile different audiences and understand how they engage with social media
- Tools and technologies – find out about using digital communications and social media tools, technologies and platforms for improved stakeholder engagement
- Content types – explore how to develop audience-centred content and the role of owned, third-party and user-generated content
- Crisis communication – learn about using digital communications and social media tools, technologies and platforms for issues management and for times of organisational crisis
- Measurement and evaluation – find out how to monitor, measure and evaluate the impact of social media activities
- Reflection – critically reflect on social media and digital communications practice

ENROLMENT CRITERIA?



You can study for the UoC Social Media and Digital Communication Management course if you have one year's relevant fulltime employment in a 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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