



University of Chester Communication Leadership and Management

LEARNING WITH PR ACADEMY



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 (UoC), Chartered Institute of Public Relations (CIPR), International Association for the Measurement and Evaluation of Communication (AMEC), and the Association for Project Management (APM).

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. But we also believe that studying should be fun. You will make great new friends, study at the smartest venues or the best online spaces, and learn from the sharpest minds. Discover more reasons to choose us as your study partner online at www.pracademy.co.uk

COURSE ACCREDITATION



The UoC Communication Leadership and Management course is one of three courses run by PR Academy and accredited by the University of Chester. The other two courses are in Social Media and Digital Communication 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	£995	£335	£1330	£1529	N/A	N/A	✓
Overseas				£720	£1715	N/A			

IMPORTANT NOTES:

- The University of Chester awarding body fee varies according to whether you are a “home student” or “overseas”. 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 a mid- to senior-level manager or head of function, or are moving up to such a role
- You have responsibility for a team and want to ensure that you get the best from them
- You want a better understanding of yourself as a leader
- You need to influence others who are perhaps more senior than yourself
- You want to grow in confidence as a leader

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:

Dr Kevin Ruck

What Kevin says:

“I get a buzz from teaching as I like to explore new ideas and ways of working. I like to think big about PR, internal communication and employee engagement. I think you tend to always get what you've always got if you always do what you've always done. So teaching and learning is about thinking differently in ways that can be applied to better practice. I also put a lot



of emphasis on research, insights, measurement and evaluation. That's why I did a PhD. It enabled me to understand how to do robust research that makes a difference to practice.”

Kevin will be supported by guest lecturers throughout the course.

HOW WILL I LEARN?



This **Blended Learning** course is comprised of one full-day workshop supported by five webinars with subject matter experts, recorded for later playback. The one-day practical workshop in central London will help to develop your leadership skills.

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 6 to 8 hours per week/over the time of the course for self-study. This might increase as you work towards submitting your assessment.

HOW IS THE COURSE ASSESSED?



To complete the course successfully, you will be required to undertake:

A 5,000-word essay that clearly demonstrates your ability to apply an understanding of: 1) global issues relevant to a specific organisation's vision and strategic plan; and 2) the way that communication leadership and management can protect and enhance an organisation's reputation. You will need to identify a range of potential global issues and discuss these in relation to a specific organisational context. These discussions must include how communication leadership and management can address the potential issues identified. You will also need to integrate into your argument a clear element of reflection on your own leadership and/or management practice.

See [full syllabus](#) at the end.

WHEN CAN I STUDY?



2017 Start dates

Blended

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



- Business strategy and financial management – the core principles
- Leadership and management – transformational leadership; researching, planning and management
- The strategic role of the communicator – the role and impact of communication on organisations in a global context
- Conducting research and analysing communication data to derive insights that inform strategic practice
- The communication manager as a trusted advisor – understanding the organisation; the language of business; coaching
- senior managers
- The confident communication leader – the influencing spectrum; preferred strategies and the right strategies
- The communication manager as an inspirational team leader – motivating, mentoring and managing

ENROLMENT CRITERIA?



The UoC Communication Leadership and Management course is designed for public relations or marketing communication practitioners with at least two years' full-time experience.

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

Telephone: +44 (0)20 3862 6910

Email: courses@pracademy.co.uk