

## CIPR Internal Communication Diploma

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 Internal Communication Diploma you will take an in-depth look at what makes communication effective, how to use research to develop great internal communication strategies, and the nature of change management communication. Come away with the knowledge and skills necessary to operate at board level. [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

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 internal communications or PR professional looking to gain a specialist to underpin your skills with internal communications theory and analysis
- You want to gain new skills or improve existing skills by learning about the strategic role of internal communications.

The qualification is aimed at more experienced practitioners who want to develop strategic internal communications and management skills, or those who have studied for the [CIPR Internal Communication Certificate](#)

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:

### 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?

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 course 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?



Assessment is the completion of a 6000 word research project report, based on an investigation into internal communication at a specific organisation. Past topics have included:

- Beyond the Usual Suspects – An investigation into encouraging Spectators and Inactives to engage with Internal Social Media
- What communication content do staff want during an organisational change programme, and to what extent are these expectations being met?
- Engaging Managers, communicative competencies and the role that IC professionals could play
- Exploring the role of internal communication in supporting line managers

## WHEN CAN I STUDY?



### Autumn 2017

Face to Face Option: Class dates (10:30-16:00)

Sat 14 October 2017

Sat 04 November 2017

Sat 25 November 2017

Sat 13 January 2018

Online Course Option: Webinar broadcast live at 13.00, recorded for later playback (opens Fri 06 October 2017)

Tue 10 October 2017

Tue 17 October 2017

Tue 24 October 2017

Tue 07 November 2017

Tue 14 November 2017

Tue 21 November 2017

Tue 28 November 2017

Tue 16 January 2018

Tue 20 February 2018

Assessment deadlines	
Fri 26 January 2018	Project outline deadline
Fri 23 February 2018	Project draft and methodology deadline
Thu 29 March 2018	Project submission deadline

**Winter 2018**

Face to Face Option: Class dates (10:30-16:00)

Sat 24 February 2018
Sat 17 March 2018
Sat 07 April 2018
Sat 28 April 2018

Online Course Option: Webinar broadcast live at 13.00, recorded for later playback (opens Fri 23 February 2018)

Tue 27 February 2018
Tue 06 March 2018
Tue 13 March 2018
Tue 20 March 2018
Tue 10 April 2018
Tue 17 April 2018
Tue 24 April 2018
Tue 01 May 2018
Tue 29 May 2018

Assessment deadlines

Fri 11 May 2018	Project outline deadline
Fri 25 May 2018	Project draft and methodology deadline
Fri 27 July 2018	Project submission 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.

On successful completion of the CIPR Internal Communication Diploma, you can fast-track to become a [CIPR Accredited Practitioner](#).

## 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

Email: [courses@pracademy.co.uk](mailto:courses@pracademy.co.uk)

## SYLLABUS



### Module 1 – Assessing internal communication

Aim: To provide a framework for assessing the internal communication climate:

- Culture, internal communication, employee engagement and organisational success.
- Assessing internal communication effectiveness.
- Audit methodologies.
- Employee surveys.
- Conducting an audit.

Learning objectives to understand:

- the linkages between culture, communication, employee engagement and organisational success
- how to assess the levels of communication in an organisation
- when to use different audit methodologies such as questionnaires, interviews and focus groups
- how internal communication and employee engagement supports transformation.

Learning outcome, to be able to use knowledge of:

- assessing internal communication as part of developing an effective ongoing strategy and plan.

### Module 2 – Change management and communication

Aim: To provide an advanced understanding of change management models and associated internal communication planning:

- Change management models.

- Leading change through communication and engagement.
- Moving from coercion and information management to involvement and engagement.
- Analysis of the styles and impacts of organizational culture in terms of their resistance and impassivity towards enthusiasm for change.
- Developing communication and engagement strategies that support and accelerate change.
- Using creative problem solving for plans.

Learning objectives to understand:

- the operational change management process and how communication is intrinsic to it
- knowing when to inform and when to involve people as part of successful change management
- how change can be accelerated by using effective approaches to engagement
- how to apply creative problem solving techniques to the planning process.

Learning outcomes, to be able to use knowledge of:

- the way that effective internal communication strategy can change culture.

### **Module 3 – Applying advanced communication theory**

Aim: To provide an advanced understanding of communication theories within organisations that establish debate, dialogue and engagement as part of the culture:

- Psychology of communication and engagement
- Putting context at the centre of communication tactics.
- Moving from channels to conversations and the role and function of intranets.
- Linking one-way channels to focus groups, engagement workshops, and town hall style events.

Learning objectives to understand:

- the way that people communicate within organisations
- how to develop ways that encourage conversation and involvement
- the importance of authenticity in effective communication
- how to manage tactics so that people have a voice in the corporate agenda.

Learning outcomes, to be able to use knowledge of:

- effective use of communication approaches that result in strong employee involvement and motivation.

### **Module 4 – Research project**

Aim: To provide an advanced understanding of undertaking applied organisational research:

- Undertaking a research project.
- Planning the project.
- The literature review. Secondary research.
- Analysis of findings and recommendations.

Learning objectives to understand:

- how to conduct a relevant research project, including how to use the Harvard system of referencing
- how to review the literature and carry out relevant secondary research within an organisation
- the importance of critical analysis and applied recommendations.

Learning outcomes, to be able to use knowledge of:

- how to apply academic research to practice.

## ENROLMENT CRITERIA?

This course is aimed at experienced practitioners who wish to develop their strategic internal communication and management skills with the aim of taking on more senior roles.

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

- CIPR Advanced 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/internal communications planning and crisis management / managing the PR/internal communications aspect of a potential crisis situation
- planning, developing and implementing PR/internal communications 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 cooperative 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 stockholders' reports.

If you don't have sufficient experience in these areas, the Advanced Certificate or Internal Communication Certificate may be a better starting point for you.

If you are unsure about your eligibility, contact us at [+44 \(0\)203 862 6910](tel:+442038626910) or emailing [courses@pracademy.co.uk](mailto:courses@pracademy.co.uk).

### Start getting involved now!

- Follow us on Twitter [@pracademy](https://twitter.com/pracademy)
- Join the PR Academy group on [LinkedIn](https://www.linkedin.com/company/pracademy)
- Become a fan of our [Facebook](https://www.facebook.com/pracademy) page