

## CIPR Public Affairs 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 Public Affairs Diploma will give you insight into the process of policy formation, how public affairs relates to corporate communications and the reputational context in which public affairs operates. The Public Affairs Diploma is firmly rooted in practice – with senior PA practitioners involved in its development – and is also grounded in the latest academic thinking. 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 affairs, communication or PR professional looking to gain a specialist qualification to underpin your skills with theory and analysis
- You want to gain new skills or improve existing skills by learning about the strategic role of public affairs
- You wish to establish yourself as a public affairs practitioner.

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:

### 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?

This **Blended Learning** course is comprised of three full-day workshops supported by eight webinars with subject matter experts, recorded for later playback.

The **workshops** 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.

You will 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 assessment.

## HOW IS THE COURSE ASSESSED?

Assessment is the completion of a 6000 word research project report, based on an investigation into how public affairs, campaigning or communication with the electorate has been used by an organisation or political party. Previous topics have included:

- Developing a framework to determine corporate public affairs success in sectors subject to legislation from multiple authorities, using a case study from the financial services industry.
- An exploration of political capital as a barrier to smaller charities engaging in public affairs.
- An investigation of the relationship between Public Affairs and Public Diplomacy: A case study of Poland.

## WHEN CAN I STUDY?

**Autumn 2017: Course Fri 06 October 2017**  
**Webinar broadcast live at 19.00, recorded for later playback**  
**Workshops start in London 10.30am**

### Class dates

Thu 12 October 2017	Webinar
Thu 26 October 2017	Webinar
Sat 04 November 2017	Workshop
Thu 09 November 2017	Webinar
Thu 16 November 2017	Webinar
Sat 25 November 2017	Workshop
Thu 30 November 2017	Webinar
Thu 07 December 2017	Webinar
Sat 13 January 2018	Workshop
Thu 25 January 2018	Webinar
Thu 08 February 2018	Webinar
Thu 22 February 2018	Webinar

### Assessment deadlines

Fri 05 January 2018	Project outline deadline
Fri 16 February 2018	Project draft chapters deadline
Thu 29 March 2018	Project submission deadline

**Winter 2018: Course Fri 23 February 2018**  
**Webinar broadcast live at 19.00, recorded for later playback**  
**Workshops start in London 10.30am**

Class dates	
Thu 01 March 2018	Webinar
Thu 08 March 2018	Webinar
Sat 17 March 2018	Workshop
Thu 22 March 2018	Webinar
Thu 29 March 2018	Webinar
Sat 07 April 2018	Workshop
Thu 12 April 2018	Webinar
Thu 19 April 2018	Webinar
Sat 12 May 2018	Workshop
Thu 10 May 2018	Webinar
Thu 17 May 2018	Webinar
Thu 07 June 2018	Webinar
Assessment deadlines	
Fri 04 May 2018	Project outline deadline
Fri 01 June 2018	Project draft chapters 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.

On successful completion of the CIPR Public Affairs Diploma 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

### Module 1 – The political landscape, trends and challenges

Aim: To provide an understanding of the political landscape and public policy environment in the UK and Europe:

- Defining public affairs, campaigning and political communications;
- How the political environment impacts on organizations;
- How decisions are made – role of the executive, legislative, judiciary and other aspects of policy formation including the role of devolved administrations and the impact of pressure groups and opinion formers;
- Where decisions are made – local, regional, national and supra-national institutions and political parties;
- The philosophical backdrop of power, democracy, liberal pluralism and the public sphere;
- Contemporary issues for public affairs practice.

Learning objectives to understand:

- The political landscape and the way policy evolves, is shaped and becomes law;
- The impact the political environment has on the organization;
- The importance of engaging with political audiences to enhance reputation;
- Emerging issues and trends that affect contemporary public affairs practice.

Learning outcome, to be able to use knowledge of:

- The political environment to enhance organizational reputation, minimize risk and secure (or maintain) policy change or resourcing.

### Module 2 – The art and science of lobbying and campaigning

Aim: To provide an advanced understanding of the role of lobbying and the art of persuasive communication:

- Psychology of communication including the concepts of persuasion and rhetoric;
- How to influence decision makers and opinion leaders;
- Creating effective lobbying campaigns and using the media to reinforce; messaging – organizational and pressure group and campaigning perspectives;
- Understanding the role of political parties, election campaigning, the concept of political marketing and other ways of engaging with the electorate;
- Moving from channels to conversations, dialogue and discourse; The concept of relationship management;
- Ethical dimensions and codes of conduct.

Learning objectives to understand:

- the strategy and tactics of lobbying and campaigning and the theories underpinning the process;
- knowing when to and how to engage in the political process and policy formation;
- How to leverage media and public affairs activities to shape the agenda.

Learning outcomes, to be able to use knowledge of:

- The way lobbying and campaigning can inform and shape public policy.

### **Module 3 – Public affairs in the context of reputation management**

Aim: To put public affairs into the context of managing organizational reputation:

- Organizational and political reputation and what it means;
- The connection between public affairs and issues and crisis management;
- The importance of understanding stakeholders and stakeholder theory;
- The link with corporate social responsibility, trust and transparency.

Learning objectives to understand:

- the importance of reputation management and its components;
- how to drive reputation by understanding the link between public affairs, issues and crisis management and CSR in a way that adds value;
- The importance of authenticity in effective communication.
- Public affairs as a component of reputation in order to drive value across the organization

### **Module 4 – Research project**

Aim: To provide an advanced understanding of undertaking applied 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;
- 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 want to develop their strategic public affairs and management skills with the aim of taking on more senior roles.

You qualify for the CIPR Public Affairs 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/Public Affairs planning and crisis management / managing the PR/Public Affairs aspect of a potential crisis situation
- planning, developing and implementing PR/Public Affairs 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](#) or [Internal Communication 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 \(0\)20 3862 6910](tel:+442038626910) or emailing [courses@pracademy.co.uk](mailto:courses@pracademy.co.uk).

### Start getting involved now!

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