

APM Project Management for Communicators

INTRODUCTION



Gain an introduction to project management – a key skill for communicators and often a skills gap. Learn about key project management definitions and benefits, project planning, roles and communication, stakeholder management, change control, and risk management in a project context.



The course is accredited by the Association for Project Management (APM), which means that those who want to can take a short exam leading to the award of the Association for Project Management Introductory Certificate: the APM Fundamentals Qualification.

The course is right for you if...

This course is for all communicators without a qualification in – or little or no experience of – project management. You may be an experienced communicator working on projects, or simply juggling competing communication priorities and looking for a way to bring order to apparent chaos. Either way, this course can help.

If you aren't sure whether this course is right for you, get in touch by calling [+44 \(0\)203 8626 910](tel:+442038626910) or emailing courses@pracademy.co.uk.

COURSE SYLLABUS

The syllabus covers:

- Definitions
- Benefits management
- Stakeholder management
- Project planning
- Risk and issues management in a project context
- Scope and scope management
- Change control
- Business case
- Project lifecycle
- Project roles
- Project communication, leadership and teamwork

The course will help you understand the nature of projects and how they differ from business as usual. We will talk about planning and critical paths, how to budget (really useful for communication we think) and keep the scope of the project under control.

Managing risks and issues is almost second nature to communication practitioners, but what does this mean in a project sense and how can we make the process work to the benefit of communication?

And, of course, we will be getting to grips with the language and concepts of project management including benefits management, change control, programme and portfolio management – what do they all mean? We will be doing a bit of jargon busting!

COURSE INFORMATION AT A GLANCE

Level	Length	Tuition fees (ex VAT)	APM exam fee (ex VAT)	Total course fees (ex VAT)	Total course fees (inc. VAT)	Delivery method		
						Face to face	Online	Blended
Certificate	6 weeks	£550	£145	£695	£834	N/A	✓	N/A

COURSE ACCREDITATION

This course is accredited by APM. See section below for further information about this awarding body.

COURSE CRITERIA AND ENROLMENT

There is no criteria for joining this course - just come along with a desire to learn about project management.

COURSE TUTOR*

The course is team taught by PR Academy Director [Ann Pilkington](#), an experienced communicator with many years' experience of working in a project environment. She is also the author of *Communicating Projects* published by Routledge.

COURSE DELIVERY

The course is taught online through a mix of live webinars, podcasts, quizzes, online exercises and discussions.

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 option only)
- An email address

WHEN CAN I STUDY?

Autumn 2017

Online Webinar at 13.00 (UK time) (opens online 25 September 2017)

Thu 28 September 2017

Thu 05 October 2017

Thu 12 October 2017

Thu 19 October 2017

Thu 26 October 2017

Thu 02 November 2017

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, such as studying for this course, is worth points, and you need to log 60 per year in the case of the CIPR scheme to remain on its programme.

ABOUT PR ACADEMY

PR Academy is the largest provider of public relations education in the UK, with almost 1,000 people choosing to learn with us each year. 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). We also develop and deliver bespoke in-house training programmes, and provide communications consultancy.

ABOUT THE ASSOCIATION FOR PROJECT MANAGEMENT (APM)

APM is an award-winning registered charity with more than 21,150 individual and 550 corporate members; it is the largest professional body of its kind in Europe. APM is committed to developing and promoting project and programme management, which it does through qualifications such as the APM Project Management for Communicators course developed and run by PR Academy.

TO ENROL

Simply visit our website 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

CONTACT US

Please get in touch if you have any queries about studying this course by calling [+44 \(0\)203 8626 910](tel:+442038626910) or emailing courses@pracademy.co.uk.

Start getting involved now!

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

*Please note: Tutors and timings are subject to change.