

## CIPR Specialist Certificate: Internal Communication

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 Specialist Certificate: Internal Communication will provide you with a sound introduction to this fast growing and important area of business practice. The course covers employee engagement, organisational culture, language and tone, planning and social media use. Come away from the course able to think more critically and equipped with the knowledge and theory to back up your decisions. [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 |
| Degree | 6 months | £1155                 | £260                            | £75                                   | £1490                      | £1721                        | ✓               | ✓      | 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 interested in pursuing a career in internal communications
- You have been working in internal communications for at least a year and want to obtain your first professional qualification in the subject
- You are working in any related field of PR (for e.g. media relations, event management, CSR or public affairs) and would like to understand more about internal communications.

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:

### [Ann Pilkington](#)

#### What Ann says:

It's a real privilege to meet and work with so many professional communicators. Studying provides a great opportunity to step back a bit from the "day job" and so I like sessions to be reflective, challenging and interactive. One of my interests is communication on projects, an area that is often overlooked which is what prompted me to write my book on the subject. I also do consultancy which helps me to understand how communication practice is changing and reflect this in my teaching. Having started out in regional journalism, I moved into PR working with high profile brands The AA, BT, The Woolwich and Barclays. My next step was to lead on communication for large government change programmes before co-founding PR Academy in 2007.

### [Jane Revell](#)

#### What Jane says:

What I love about every role I have done in my career is working with such different people, building strong relationships and seeing the impact of our work and the difference it makes to people. From starting out in media relations at the Automobile Association (the AA) to managing communications to support the biggest change programme Camden Council had seen in its history, my experience in PR and internal communications is hugely varied.

I am now Head of Internal Communications Strategy at Headlines, a leading internal communications agency, working with organisations as diverse as blue chip global businesses to not-for-profit membership associations. I love that each day I can be doing something completely different, from communications audits to strategic campaign planning and advising on social media.

I am long standing member of the CIPR and have been awarded Chartered practitioner status. Continuous Professional Development (CPD) is really important to me, developing my own professional skills as well as supporting others in the industry.

## 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 option only)
- An email address
- As well as the tuition time, you'll need to set aside approximately 4 to 6 hours per week/over the time of the course for self-study. This might increase as you work towards submitting your assessments.

## WHEN CAN I STUDY?



### Autumn 2017

#### Face to Face Option Class dates

Sat 14 October 2017

Sat 04 November 2017

Sat 25 November 2017

Sat 13 January 2018

#### Online Course Option Webinar broadcast live at 19.00, 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 |  |
|----------------------|--|
| Thu 29 March 2018    |  |

**Winter 2018**

**Face to Face Option Class dates**

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

**Online Course Option Webinar broadcast live at 19.00, 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 05 June 2018     |

**Assessment deadlines**

|                  |  |
|------------------|--|
| Fri 27 July 2018 |  |
|------------------|--|

**ABOUT THE CHARTERED INSITUTE 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, Certificate and Foundation 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.

A valuable qualification in its own right, the CIPR Specialist Certificate: Internal Communication:

- Prepares you for the [CIPR Specialist Diploma: Internal Communication](#)
- Can be substituted for the final module of the [CIPR Professional PR Certificate](#)

## 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

The aim of the CIPR Specialist Certificate (Internal Communication) is to introduce candidates to the key concepts, theories, techniques and skills needed to operate effectively as an internal communicator.

Candidates will learn where internal communication fits into the structure, systems and processes, leadership and culture of an organisation; how to research, create and curate content that works and has impact across a range of available channels; and how internal communicators can support management in the achievement of strategic and transformational objectives.

### Learning Objectives

Successful candidates will be able to:

- Explain how internal communication impacts organisational effectiveness;
- Select and apply internal communication and engagement models and concepts to support achievement of objectives;
- Describe how internal communication and engagement can support organisational change;
- Identify the key issues facing internal communicators in strategy setting;
- Carry out research to support development of an internal communication plan;
- Produce an internal communication plan (research, situation analysis, setting measurable objectives, developing tactics, and monitoring and evaluating impact);
- Produce effective written and verbal communications (engagement, tone of voice, storytelling, brand alignment and managing communities);
- Outline how social media can be used effectively in the internal communication mix (range, properties and management of channels, employee preferences, feedback mechanisms, employee voice, and enterprise social networks);
- Describe how the internal communicator can support managers (the role of management in communication and face to face engagement, team briefing, and listening techniques).

## HOW IS THE COURSE ASSESSED?

**Assessment:** Internal communication plan, content curation and brief for piece of creative work

**Aim:** To enable candidates to demonstrate competence in developing: an internal communication plan informed by research; content curation; and a brief for written content. The plan will typically be for a relatively small scale activity.

**Topic of inquiry:** Candidates will be required to apply professional judgement in identifying a suitable topic related to the candidate's own organisation, a client, or another organisation of the candidate's choice. This will be a current concern or opportunity for a specific organisation and/or sector, and may relate to the candidate's own experience.

**Submission:** The assignment will comprise:

1. Internal communication plan to include:
  - a) 500 word overview (+/- 10%) of secondary research undertaken to inform the internal communication plan
  - b) 1,500 word (+/- 10%) detailed internal communication plan to include important employee groups, objectives, activities, timeframe
2. Content curation report and creative brief based on the internal communication plan:
  - a) Content curation report (maximum 500 words) detailing process and tools to be used to curate (discover, organize and annotate) written and multimedia content relating to the internal communication plan
  - b) A brief (maximum 500 words) for a piece of creative work to support activities in the plan.

**Example topics:**

A new approach to customer service

New products or services

Updates to operational plans

Updates to organisational values

Changes to operational processes or systems

A senior manager roadshow

A change situation.

**Completion of the assignment involves the following activities:**

- Fact finding – candidates are required to undertake data collection using secondary research methods (literature, archives, published surveys, reports, etc.) to examine the chosen topic of inquiry.
- Insight – candidates are required to use relevant models and concepts to explore the environment, the organisation and employee groups and to inform media selection and creative output.
- Communication – candidates are required to present an internal communication plan based on the research, together with a content curation report and a creative brief.
- Reflection – candidates are required to identify a relevant topic of inquiry. This will relate to internal communication practice in a specific organisation, and may relate to the candidate's own experience.

**Word count**

A substantive response is necessary to meet the requirements for a Pass.

The word count must be recorded in the appropriate space provided on the cover sheet and at the end of the text in the main document.

Bibliographies and footnotes are not included in the word count. Footnotes must not contain appendices or be used to include additional text that should have been in the main body of the work.

Candidates are allowed a +/- 10% leeway on the internal communication plan. Anything outside this allowance will be penalised and may result in the assessment being graded Fail.

## ENROLMENT CRITERIA?



This course is suitable if you are in the first few years of your internal communication career, are considering a career in internal communication or are working in a related field (e.g. media relations, event management, CSR or public affairs). You will qualify to study for the CIPR Specialist Certificate: Internal Communication if you have any one of the following:

- CIPR Foundation
- Any UK recognised degree
- Two years' relevant full-time employment in public relations/internal communication (or related sectors e.g. marketing, journalism, and some general business sectors) and five GCSEs grade C or above, one of which must be English Language
- LCCIEB Group Diploma in PR and one year's experience in PR/internal communication.

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:

- writing press releases
- internal and external communications, including social media
- media relations
- event organisation
- managing press launches
- Presentations.

If you don't have enough experience in these areas, [CIPR Foundation](#) 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)203 862 6910 or emailing [courses@pracademy.co.uk](mailto:courses@pracademy.co.uk).

### Start getting involved now!

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