

CIPR Specialist Diploma: Internal Communication

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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 Diploma: Internal Communication 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.

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

Thu 29 March 2018

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 27 July 2018

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, 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.

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

HOW DO I 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

SYLLABUS



The CIPR Specialist Diploma (Internal Communication) positions internal communication in the organisational context in which it functions and investigates how it adds value. It considers practical challenges and conceptual underpinnings relating to internal communication planning within a framework of organisational strategy, vision and goals. It develops research, planning, execution and evaluation skills. An analytical perspective is applied to encourage candidates to take a reflective approach in examining their own experience alongside case studies of organisations and scenarios.

Qualification objectives:

Successful candidates will be able to:

1 Apply key concepts in internal communication:

- The evolution of internal communication as a strategic management function;
- Organisational structures, leadership and management;
- Organisational culture and its impact on internal communication practice;
- The role of internal communication in major change management programmes;
- How change can be accelerated by using effective approaches to communication and engagement.

2 Define internal communication and engagement models and concepts:

- Keeping employees informed and the employee voice;
- Work engagement (how employees become engaged);
- Internal communication and organisational engagement;
- The psychology of communication and engagement;
- Listening, authenticity and dialogue.

3 Critically evaluate and implement internal communication planning, including:

- Audit and research methodologies; assessing levels of communication and organisational engagement;
- The internal communication planning process and its strategic management; audiences, messaging, project management;
- Advanced channel management, content creation and curation;
- Measurement and evaluation of outputs and outcomes;
- Applying principles of ethical and professional practice;
- Production of management reports outlining recommendations for organisational and internal communication performance improvement.

HOW IS THE COURSE ASSESSED?



Assessment: Management proposal outlining recommendations for developing strategy and performance improvement

Aim: To enable candidates to demonstrate competence in evaluating the effectiveness of internal communication practice.

Topic of inquiry: Candidates will be required to evidence professional judgement in identifying a suitable internal communication activity. This could be based on the candidate's own organisation, a client, or another organisation of the candidate's choice.

Submission: The assignment will comprise:

1. A 3,000-word (+/- 10%) management proposal including:
 - a) Identification and justification of the chosen topic of inquiry;

- b) Critical evaluation of the activity with reference to its management and measurement;
- c) Recommendations for improvement drawing on data analysis and performance indicators.

2. Supporting 2,000-word (maximum) review of proposal for change including:

- Overview of secondary research undertaken;
- Relevant research methodology;
- Frameworks and models used to inform recommendations;
- Discussion of ethical challenges encountered in the process.

Example topics:

The impact of digital media on internal communication

The role of senior teams in internal communication

Internal communication with remote teams

Communicating change in a complex public sector or global organisation

Completion of the assignment involves the following activities:

- Reflection – candidates are required to identify a relevant topic of inquiry. This will be a recent campaign, communication activity or other aspect of internal communication practice for a specific organisation and/or sector, and may relate to the candidate's own experience.
- Fact finding – candidates are required to undertake secondary research (using literature, archives, published surveys, reports, etc.) to inform recommendations.
- Insight – candidates are required to determine recommendations for performance improvements.
- Communication – candidates are required to present performance improvement recommendations in the form of a professional management proposal with supporting evidence.

Word count

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

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. 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.

Candidates are allowed a +/- 10% leeway on the word count for the management proposal. Anything outside this allowance will be penalised and may result in the assessment being graded Fail.

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 Specialist Diploma: Internal Communication if you hold **one or more** of the following:

- CIPR Professional PR 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.

Start getting involved now!

- Follow us on Twitter [@pracademy](https://twitter.com/pracademy)
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- Become a fan of our [Facebook](https://www.facebook.com/pracademy) page