

CIPR Foundation Award in Public Relations

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 Foundation Award will help you to understand what public relations is, what it can achieve and equip you with some essential PR skills. Come away with a deeper understanding of the role of PR and how it relates to other communication disciplines.

[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
A Level	2 months	£610	£75	£75	£760	£882	Starts S18	✓	N/A

IS THE COURSE RIGHT FOR ME?

Yes, if...

- You are a school or college leaver
- You want to move into public relations
- You are trying to decide if PR is the right career for you
- You want to study for the CIPR Professional PR Certificate but don't meet the entry criteria
- You want a grounding in the PR basics
- You may have done our MOOC (Massive Open Online Course) and now want to get a qualification under your belt.

If you aren't sure whether you meet the entry criteria, get in touch by calling [+44 \(0\)203 862 6910](tel:+442038626910) or emailing courses@pracademy.co.uk.

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"

[Kate Lomax](#)

What Kate says:

"It was my first job at Ofcom that introduced me to the wonderful world of PR after a brief stint working in media and marketing. I knew after a couple of days in the office that this was the career for me. One of the things I love about PR is the fact that every day is different and you never know what's round the corner. I have seen a lot of changes since joining the profession and this has kept me on my toes, always learning new skills.

My work experience is from a diverse range of sectors. Following my time in the public sector at Ofcom I moved into the travel industry working for TUI on their brands Thomson and First Choice. I have then progressed into the financial services sector in my current role working for the accountancy firm EY. For me PR has allowed me to transfer my skills to different sectors and I have enjoyed moving around acquiring new insights. My area of specialism is issues, crisis and reputation management.

If I am not working I am juggling being a mother to two boys or out running trying to make sure I can keep up with them!"

Tim Morris

What Tim says:

I most love being in the classroom teaching face-to-face, interacting with students and helping them to grasp academic concepts that they can use in their assignments or, better still, in their working lives.

With more than 25 years experience in the field of public relations, I decided a few years ago to turn my hand to sharing some of what I have learnt in the classroom. I have also previously taught as an associate lecturer on the BA course in public relations at the University of the Arts, London.

I have worked for Sussex Police, the Parole Board for England & Wales, Surrey Police, the Home Office, the Metropolitan Police Service and the Inland Revenue in a variety of public relations roles. I left the public sector a few years ago and went to work in consultancy, for Linstock Communications specialising in reputation management, media relations and behaviour change.

I now run my own small public relations consultancy, Rhetor Communications, working with clients across the IT, sustainability, property and financial services sectors. I have also recently taken up a part-time role as Director of Marketing at a tech start-up company, selling an innovative business continuity solution called Crises Control."

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 hours per week/over the time of the course for self-study.

WHEN CAN I STUDY?



Autumn 2017

Online Option webinar dates (19.00 UK Time)

Tue 17 October 2017 (13.00 introductory webinar)

Thu 19 October 2017

Thu 26 October 2017

Thu 02 November 2017
Thu 09 November 2017
Thu 16 November 2017
Thu 23 November 2017
Fri 05 January 2018 (Assignment deadline 19:00)

Winter 2018

Online Option webinar dates (19.00 UK Time)

Tue 30 January 2018 (13.00 introductory webinar)
Thu 01 February 2018
Thu 08 February 2018
Thu 15 February 2018
Thu 22 February 2018
Thu 01 March 2018
Thu 08 March 2018
Fri 29 March 2018 (Assignment deadline 19:00)

Spring 2018

Face to Face Option: Class dates (10.30 – 16.00)

Sat 12 May 2018
Sat 02 June 2018
Sat 09 June 2018

Online Option webinar dates (19.00 UK Time)

Tue 15 May 2018 (13.00 introductory webinar)
Thu 17 May 2018
Thu 24 May 2018
Thu 31 May 2018
Thu 07 June 2018
Thu 14 June 2018
Thu 21 June 2018

Assessment deadline: 19:00

Fri 27 July 2018

Summer 2018

Online Option webinar dates (19.00 UK Time)

Tue 14 August 2018 (13.00 introductory webinar)
Thu 16 August 2018
Thu 23 August 2018
Thu 30 August 2018

Thu 06 September 2018
Thu 13 September 2018
Thu 20 September 2018
Fri 19 October 2018 (Assignment deadline 19:00)

Autumn 2018

Face to Face Option: Class dates (10.30 – 16.00)

Sat 13 October 2018
Sat 03 November 2018
Sat 24 November 2018

Assessment deadline: 19:00

Fri 04 January 2019

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.

The CIPR Foundation enables you to go on to study for the [CIPR Professional PR Certificate](#)

You can join the CIPR and benefit from its Continuous Professional Development (CPD) programme and earn 40 CPD points for this course.

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 Foundation Award in PR introduces the study and practice of public relations (PR). It is an introductory qualification for people who would like to work in PR. It is also suitable for those who already undertake some PR tasks and wish to consolidate their skills and understanding. The Foundation Award is the entry point to the CIPR's suite of professional qualifications. Alternatively, it provides a basis for study at Level 4 in PR or in a related field.

The Foundation Award focuses on the role of PR in organisations and on engagement through content creation. The syllabus comprises two components:

Component 1: The core skills required for an entry level PR role, specifically content creation for both traditional media outlets and digital media platforms

Component 2: The role of PR within an organisation and what PR practitioners do (and don't do).

The Foundation Award is delivered by CIPR-accredited teaching centres, via 15-20 hours of face to face, online or blended learning, and a further 15-20 hours of self-directed study, guided reading and research and/ or 'homework' tasks. Each CIPR-accredited teaching centre will establish the detailed content, lesson plans and resources provided to candidates for this Award.

Candidates would be awarded the *CIPR Foundation in PR* by successfully completing the two components.

Qualification Outcomes

Successful candidates will be able to:

1. Create content for written and audio-visual platforms that will engage stakeholders;
2. Identify and prioritise different audience groups and channels, and justify those choices in the context of building relationships between an organisation and its stakeholders;
3. Explain how PR helps to support different organisational objectives, and how it works with related disciplines such as marketing communications and advertising.

The Component Objectives are detailed below.

HOW IS THE COURSE ASSESSED?



The CIPR Foundation is assessed as follows:

Component 1: Candidates produce a portfolio of content for traditional and digital media to generate positive coverage for an organisation.

Component 2: Candidates produce an accompanying discussion paper showing how the portfolio of content will help deliver the objectives of the PR team in that organisation.

The two component assessments must be based around a single organisation. This can be:

- a real organisation identified by the teaching centre, or
- a fictitious organisation created by the teaching centre, or
- the candidate's own employer or another organisation known to the candidate **if** the teaching centre has approved the chosen organisation as suitable for the assessments.

Component 1: PR Skills and content creation

Component 1 considers the types of content PR practitioners produce and how to target content for particular audiences and channels. It also develops practical content creation skills.

Component Objectives

At the end of Component 1, candidates will be able to:

1. Identify the different communities/ audiences/ stakeholders an organisation might want to engage with, and the intended organisational outcome(s);
2. Describe the different types of media channels using, for example, the PESO model (paid, earned, shared and owned media);
3. Explain the role of influencers and endorsers in getting a story covered and shared; and

Explain how to identify influencers, including journalists, experts, celebrities and exclusively online influencers, for example vloggers and Instagrammers;

4. Identify potential positive news stories about an organisation:
 - a. Identify news or feature angles that would catch a journalist's interest and motivate them to produce a story for their news outlet, from broadsheet newspapers and broadcast news programmes as well as online news outlets such as BuzzFeed, Huffington Post etc;
 - b. Identify a news or story angle that would interest social and digital media audiences and influencers;
5. Understand the key principles of storytelling and narrative; and

Produce and adapt stories across a range of platforms including, but not restricted to, media releases, websites, blogs, Tweets, videos / video storyboards (short or long form), podcasts and / or infographics;

6. Monitor references to an organisation on social media.

Component 2: The role of the PR practitioner

Component 2 focuses on the role of PR within an organisation. It looks at the contribution PR makes to the organisation's key objectives, the way PR practitioners interact with other disciplines, and their responsibility to operate ethically and to keep their skills and knowledge up to date.

Component Objectives

At the end of Component 2, candidates will be able to discuss:

1. The role of PR within an organisation including its role in reputation management, and its role within the marketing mix;
2. The convergence between PR, advertising, marketing communications, publicity, lobbying, fundraising and other related disciplines, particularly in a digital context;
3. The ethical responsibilities of a PR practitioner and ways to manage ethical dilemmas;
4. The relevance to PR practitioners of PR competencies, continuing professional development/ training, and the role of professional bodies.

Component 1 Assessment: Portfolio of content

Aim: To enable candidates to demonstrate the ability to identify a news story relating to a named organisation, and to create content about that story that will engage audiences, journalists and influencers to generate positive coverage and dialogue with the organisation.

Submission: The portfolio should comprise 1000 words (+/- 10%) of content (or equivalent if audio / visual content) about an organisation designated by the teaching centre. The content should:

- Showcase a positive news story about the designated organisation;
- Include four separate pieces of content about that story that are ready for use by a journalist or online audience/ influencer, or ready to be published directly on the organisation's own channel;
- Include both written content and audio/ visual/ digital content, choosing any four items from the list below:
 - Media release of roughly 250 words
 - Blog post of roughly 250 words
 - Series of 5 Tweets
 - Video storyboard of 6 – 12 frames
 - Video of no more than 2 minutes (note: a video counts as two pieces of content)
 - Podcast script outline of 200 – 500 words

- Podcast of no more than 5 minutes
- Infographic

Candidates must identify the targeted channel for each piece of content. For example, 'content A is for the organisation's website; content B is for local radio; content C is for the organisation's Twitter feed'.

Component 2 Assessment: Discussion paper

Aim: To enable candidates to demonstrate knowledge and understanding of how content creation around an individual news story helps to deliver organisational objectives, and to consider any internal negotiation required, and the ethical or professional implications of the story.

Submission: The discussion paper must address the same organisation as the Unit 1 assessment (portfolio) and must reflect on and relate to the portfolio. It should comprise 1000 words (+/- 10%) and should:

- Introduce the chosen organisation and any particular challenges or opportunities it faces (maximum 200 words);
- Identify the audiences who are being targeted with the portfolio content and the desired organisational outcome;
- Identify which particular channels are being chosen to reach them and justify this choice;
- Address any potential ethical or other risks associated with this story;
- Show how this PR activity will sit alongside other disciplines in the organisation, for example marketing communications or advertising;
- Conclude with a statement of how the news story will help the organisation to meet the challenges or opportunities outlined at the start (maximum 200 words).

Word count

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

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

Bibliographies and footnotes, if any, 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 word count. Anything outside this allowance will be penalised and may result in the assessment being graded Fail.

ENROLMENT CRITERIA?



You qualify for the CIPR Foundation Award if you have five GCSEs at Grade C or above (one of which must be in the English language).

You may still be accepted without the necessary GCSEs or GCEs. This is at the discretion of the teaching centre on the basis of your professional experience (not necessarily in public relations).

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.

If you are unsure about eligibility, contact us by calling +44 (0)203 862 6910 or emailing courses@pracademy.co.uk

Start getting involved now!

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- 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