

## APM Project Management for Communicators

### INTRODUCTION



### 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. [Read](#) what other students say.

The benefits of studying with PR Academy include:

- Membership of our alumni and practitioner network [PR Place](#) – open for you to join now. PR Place is an online community where practice meets scholarship, where insight is derived from evidence, and where questions of career development and professionalism can be explored. As well as news and views, it carries a growing body of guides and reports to support learners and practitioners. Why not join now? You don't need to wait to become a student.
- Online learning centre with useful links and resources including an online library plus messaging and discussions.
- High level of support from tutors and the office team.
- Experienced, knowledgeable tutors – we think the best in the business. Our tutor team combine academic and senior level practitioner credibility – doctors and directors!
- Networking opportunities. Study alongside practitioners from a wide range of sectors.

### 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?

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.

## 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	£155	£705	£846	N/A	✓	N/A

## IS THE COURSE RIGHT FOR ME?

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](mailto:courses@pracademy.co.uk).

## WHO WILL TEACH ME?

Who you learn from will depend which course you do and we may bring on board other tutors with the same 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 work, 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."

## HOW WILL I LEARN?

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

Each online APM Project Management for Communicators course begins with a live webinar at 1300 (UK time) on the dates below. These webinars are recorded in case you are unable to join us live.

The tutor will then set out for you each week what you need to be doing through a combination of guided reading from our online library, quizzes and discussions about contemporary project management practice plus short recorded lectures covering the key topics.

A final live webinar at the conclusion of the course will take you through all you need to know for the exam with the opportunity to ask questions.

You will have access to a tutor whenever you need for the duration of your course, until you pass your exam.

#### 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?

##### 2019 DATES

Course opens	First Live webinar	Final live webinar
Mon 14-Jan-19	Thu 17-Jan-19	Thu 28-Feb-19
Mon 13-May-19	Thu 16-May-19	Thu 27-Jun-19
Mon 29-Jul-19	Thu 01-Aug-19	Thu 12-Sep-19
Mon 14-Oct-19	Thu 17-Oct-19	Thu 28-Nov-19

#### COURSE ACCREDITATION

This course is accredited by APM.

#### 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.

#### COURSE CRITERIA AND ENROLMENT

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

#### 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!

## 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.

## 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. All course fees must be paid before the course starts. If your employer is paying, make sure you have a Purchase Order or pay by card.

## START GETTING INVOLVED NOW!



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### Our online community – PR Place

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