

CIPR Specialist Certificate: Internal Communication, blended learning

LEARNING WITH PR ACADEMY



With hundreds of communication practitioners choosing to learn with us each year, PR Academy is one of the largest providers of public relations education in the UK and the largest centre for qualifications accredited by the Chartered Institute of Public Relations (CIPR). We design and deliver, both face to face and online, a wide range of courses in communication. We work with other top awarding bodies, including the International Association for the Measurement and Evaluation of Communication (AMEC), and the newly Chartered Association for Project Management (APM).

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. Sign up now, you don't need to be 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 comprises academic and senior level practitioner credibility – doctors and directors!
- Networking opportunities. Study alongside practitioners from a wide range of sectors.

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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

| Intake | 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 |
|--------|--------|----------|-----------------------|---------------------------------|---------------------------------------|----------------------------|------------------------------|-----------------|
| Spring | Degree | 6 months | £1155 | £270 | £75 | £1500 | £1731 | Blended ✓ |

For payment options, please see our website.

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.

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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 led 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?

This blended learning course is comprised of two full-day optional workshops supported by webinars recorded for later playback. You can study just online or come along to the workshops as well. The workshops support the online learning with discussion and exercises.

The workshops 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 great food, WIFI and light, modern classrooms.

You will 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.

WHEN CAN I STUDY? DATES AND TIMES

- Face to face classes comprise four Saturday workshops, 10:00 – 17:00
- The online webinars are broadcast live at 19.00 and are recorded for later playback. They are between 40 minutes and an hour.

Spring 2019

Webinar/Class dates (course opens Fri 08 March 2019)

| | |
|-------------------|-------------------|
| Tue 12 March 2019 | Webinar |
| Sat 30 March 2019 | Optional workshop |
| Tue 02 April 2019 | Webinar |
| Tue 30 April 2019 | Webinar |
| Tue 14 May 2019 | Webinar |
| Sat 18 May 2019 | Optional workshop |
| Tue 28 May 2019 | Webinar |

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| | |
|----------------------------|---------|
| Tue 11 June 2019 | Webinar |
| Tue 18 June 2019 | Webinar |
| Assignment Due Date | |
| 26 July 2019 | |

ABOUT THE CHARTERED INSTITUTE OF PUBLIC RELATIONS (CIPR)



The CIPR is the only public relations body with a Royal Charter. The CIPR Awarding Body develops, regulates and controls a range of PR and communication qualifications: Professional PR Diploma, Professional PR Certificate, Foundation, Specialist Certificate in Internal Communication and Specialist Diplomas in Internal Communication, Public Affairs and Crisis Communication. 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 CPD points for this course. It sets you on the road to becoming a [Chartered practitioner](#).

A valuable qualification in its own right, the CIPR Specialist Certificate: Internal Communication prepares you for the [CIPR Specialist Diploma: Internal Communication](#)

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.

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);

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- 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.

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- 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.

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 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.

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PR Academy

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Our online community – PR Place

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