

CIPR Specialist Diploma: 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 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 sign up now? You don't need to be a student to join.
- 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.

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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?



The CIPR Specialist Diploma: Internal Communication takes 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



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	Masters	6 months	£1340	£330	£75	£1745	£2013	Blended ✓

For payment options, please see our website.

IS THE COURSE RIGHT FOR ME?



Yes, if...

- You are an experienced internal communications or PR professional looking to gain a specialist qualification 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 led 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?

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 13.00 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 19 March 2019	Webinar
Tue 26 March 2019	Webinar
Sat 30 March 2019	Optional workshop
Tue 16 April 2019	Webinar
Tue 30 April 2019	Webinar
Sat 18 May 2019	Optional workshop
Tue 21 May 2019	Webinar
Tue 04 June 2019	Webinar

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Tue 18 June 2019

Webinar

Assessment deadline: 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](#).

HOW DO I ENROL?



Simply visit our website <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.

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:

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- 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.

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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 are unsure about your eligibility, contact us.

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