

## CIPR Specialist Diploma: Crisis Communication

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?



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, so why not sign up and join the community? PR Place is a place 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?
- 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?



Learn about the different levels and impacts of crises, the building and maintaining of effective plans and the purpose and importance of training. Discover how to use influencing strategies to avoid or avert a crisis. Other topics covered include:

- Crisis prone behaviour and management styles
- The organisation in society
- Issues management
- Reputation, vulnerabilities and opportunities
- Trust as an asset
- Relationships – why and how they can support or threaten
- Carrying out effective audits and research.

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 Online/blended (optional one day workshop)
Autumn	Masters	6 months	£1340	£330	£75	£1745	£2013	✓

For payment options, please see our website.

## IS THE COURSE RIGHT FOR ME?



Yes, if:

You are an experienced public relations practitioners who wants to develop your expertise in the area of response and crisis management.

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:



### [Chris Tucker](#)

**What Chris says:** "I suppose you could call me a news junkie in that Sky News is constantly on in the background after, of course, BBC Radio Four's Today programme. The development of the new news ecosystem meshing on and offline media is something that fascinates me. It's certainly an enormously exciting time to be working in PR.

It also makes it a great time to be teaching the subject too. There is always a new channel, concept or communication approach to discuss with students either at the PR Academy or at the London College of Communication where I am also an Associate Lecturer. I like to ensure my workshops are full of real life case study examples which collectively we can either praise or pull apart.

I also bring in examples of communication challenges and learnings from my in-house career which ranged through the charitable sector, the public sector and ended up with me as Director of Public Relations for Barclays. Today my free-lance consultancy work focuses on media training and crisis communications which brings me into contact with organisations operating in the UK and beyond. Lots more food for thought there."

## HOW WILL I LEARN?

This **online course (with optional one day workshop)** is taught through live webinars (which are also recorded for later playback), online discussions, guided reading and an optional face to face workshop held in central London. 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.

The one-day interactive workshop puts crisis communication theory into practice, enabling students to experience what a communication team would need to do in a live crisis situation. Using a fictional scenario, the day gives students the opportunity to develop a crisis communication strategy, coaching and acting as a crisis media spokesperson and developing a stakeholder engagement plan.

The workshop will be led by Chris Tucker. She is a veteran of numerous crises including 9/11, 7/11, unexpected senior executive resignations, cyber-attacks and various other criminal activities. Chris will be giving her insights into communications management during such episodes and will be deploying her camera to capture simulated media interviews given by students on the day as our fictional organisation seeks to limit the damage while the pressure builds.

## WHEN CAN I STUDY? DATES AND TIMES

- The online webinars are broadcast live at 13.00 and are recorded for later playback. They are between 40 to 60 minutes.
- Workshop starts in London 10.30am

### Spring 2019: Course opens Fri 29 March 2019

Wed 03 April 2019

Wed 10 April 2019

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Mon 15 April 2019

Thurs 02 May 2019

Wed 15 May 2019

Wed 22 May 2019

Fri 31 May 2019 (Workshop)

Wed 05 June 2019

Wed 12 June 2019

Wed 19 June 2019

Assessment deadline

Fri 29 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 [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.

## SYLLABUS



The CIPR Specialist Diploma (Crisis Communication) introduces the theories and knowledge required to analyse the causes, and weigh the likelihood, of unexpected circumstances that demand urgent responses or that might lead to the need for crisis communication. It considers the skills and knowledge needed for auditing, planning and managing public relations when the pressure mounts for an urgent response or during a crisis. 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:

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1 Apply key concepts in crisis response:

- The societal, economic and media crisis context;
- Relevant public relations theories and concepts;
- The roots of reputation;
- The risks to, and the role and value of, reputation in a crisis;
- Winning trust and the withdrawal of society's permission to operate;
- The difference between emergency communications and a crisis;
- The crisis and issues lifecycle;
- Identifying and managing key stakeholders in a crisis;
- The influence of social media, groupthink and the active citizen.

2 Apply best practice models including:

- Assessing public risk (particularly for public bodies including the precautionary principle);
- Analysing and defining types of crisis;
- Analysing trends in management practice, organisations and their working environments to predict when a crisis might arise;
- The role of the professional practitioner in crisis management and their place in the crisis management team;
- Researching and producing analysis of a crisis communication-related issue or development;
- Managing media and social media in a crisis.

3 Prepare and critically evaluate crisis response, including:

- Establishing a crisis-ready organisation;
- Testing methods and scenarios for crisis plans;
- Strategic and tactical messaging in a crisis;
- Learning from the crisis, and post-crisis reputation repair.

## HOW IS THE COURSE ASSESSED?



**Assessment:** Executive report and summary situation analysis

**Aim:** To enable students to demonstrate competence in undertaking an analysis of a case study situation/issue to inform crisis response preparation and strategies.

**Topic of inquiry:** Candidates will be required to evidence professional judgement in identifying a suitable crisis communication case study as their chosen topic of inquiry. 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 two elements:

1. A 3,000-word (+/- 10%) executive report comprising:

a) A clear and concise statement including:

- a description of the case study situation
- justification of the identified issue(s) as a past or potential threat to the organisation (and/or sector) and its strategy; and
- an explanation of how the issue(s) led, or could lead, to the need for crisis communication;

b) Description of the analytical approach used to collect evidence of the issue and provide insight into its previous, current or potential impact on the organisation and/or sector and stakeholders;

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- c) Discussion and substantiation of the key findings and outcome of the research and analysis which advise the need for response, or an evaluation of a past crisis communication response;
  - d) Identification and explanation of crisis communication objectives (derived from the research and analysis) **or** conclusions and recommendations based on the examination of the past issue that led to the need for crisis communication.
2. Supporting 2,000-word (maximum) summary analysis of secondary research findings, including:
- Overview of secondary research undertaken;
  - Relevant research methodology;
  - Frameworks and models used to inform recommendations;
  - Overview of ethical challenges encountered in the process

**Example topics:**

Failure of a new financial accounting IT system

Hacking of a consumer records database (ransom)

Potential regulatory action over the organisation's diversity policy

Imposition of special measures on a school or other regulated public sector body

Product recall caused by rogue employee sabotage.

**Completion of the assignment** involves the following activities:

- Reflection – candidates are required to use problem identification concepts and approaches to identify a relevant topic of inquiry. This will be a current or recent issue of concern for a specific organisation and/or sector, and may relate to the candidate's own experience.
- Fact finding – candidates are required to undertake data collection using a range of secondary research methods (literature, archives, published surveys, reports, etc.) to examine the chosen topic of inquiry.
- Insight – candidates are required to use a range of appropriate models, tools and methods to analyse the external and internal environment, the organisational issue and relevant stakeholder groups.
- Communication – candidates are required to review and structure their analysis of a situation in the form of an executive report.

## ENROLMENT CRITERIA?



You qualify for the CIPR Specialist Diploma: Crisis 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

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- 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 planning and crisis management / managing the PR aspect of a potential crisis situation
- planning, developing and implementing PR 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 co-operative 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 stockholder reports.

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

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