

## CIPR Foundation Award in Public Relations - Online

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. 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.

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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 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	£500	£85	£75	£660	£760	N/A	✓	N/A

## IS THE COURSE RIGHT FOR ME?

Yes, if...

- 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. The [CIPR enrolment](#) criteria can be found at the end.

## 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?

This course is taught online through a mix of "on demand" content including videos for you to access at a time convenient to you, plus guided reading and online discussions.

Our online learning centre makes virtual networking with other practitioners possible too. Unlike lots of online learning your tutor is with you all the way, keeping in touch and helping you to stay on track. At PR Academy we provide:

- Unlimited tutor support during your course.
- Regular online discussions about contemporary practice.
- Marking and feedback on your assignments.

2019 DATES				
Course opens	First Live webinar 1300 UK time	Final live webinar 1300 UK time	Assignment deadline	CIPR results released
Mon 13-May-19	Tue 14-May-19	Thu 27-Jun-19	Fri 26-Jul-19	Thu 10-Oct-19
Mon 29-Jul-19	Tue 30-Jul-19	Thu 19-Sep-19	Fri 18-Oct-19	Thu 02-Jan-20
Mon 14-Oct-19	Tue 15-Oct-19	Thu 28-Nov-19	Fri 03-Jan-20	Thu 12-Mar-20

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## 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.

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 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 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).

**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:

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

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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).

Note: PR Academy will accept any of the assessment items for component one, apart from the video and podcast

ENROLMENT CRITERIA?



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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.

START GETTING INVOLVED NOW!



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