

CIPR Professional PR Certificate - 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 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 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.

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.

A valuable qualification in its own right, the CIPR Professional PR Certificate prepares you for the CIPR Professional PR Diploma. 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.

WHAT WILL I LEARN?



Studying for the CIPR Professional PR Certificate is a great way to develop your skills or gain a solid introduction to public relations. Learn how to think in a more planned and focused way. Discover how communication works and the latest ideas regarding social media. Come away from the course a more critical thinker, equipped to ask the killer questions that will gain you the respect of clients/colleagues and deliver winning campaigns. [The full syllabus](#) can be found at the end. An infographic that summaries the course is on the next page.

M/F

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CIPR Professional PR Certificate (formerly the Advanced Certificate in PR)

> **Overarching Themes:** Research, insight, communication, reflection

> PLAN

UNIT 1: PLAN

PR plan and statement of reflection



CONTENT HIGHLIGHTS:

- Different areas of practice
- Relationship to other disciplines
- Planning models
- Supporting organisational goals
- Research
- How to reflect on practice



> CREATE

UNIT 2: CONTENT, MEDIA AND ENGAGEMENT

Content curation report, written content and statement of reflection



CONTENT HIGHLIGHTS:

- Persuasion, influence, dialogue and listening, reputation management
- Social media in PR
- Generate creative ideas
- Content curation
- SEO and using data
- Writing and story telling
- Channel management



> REVIEW

UNIT 3: MEASUREMENT, EVALUATION AND PROFESSIONAL ETHICS

Executive report, statement of reflection and discussion of ethics



CONTENT HIGHLIGHTS:

- Consultancy/client relationship
- Monitoring, risk assessment and measurement
- Assess achievement of objectives
- Ethical decision making, CIPR Code of Conduct
- Legal and regulatory frameworks
- Professionalism in PR



> TOPIC IDEAS:



A launch



A media or internal conference



An event



Exhibition



Community initiative

> WHAT YOU NEED TO DO:

Part 1: PR plan

Part 2: Statement of reflection



- Research – data collection, secondary research methods
- Insight – problem identification concepts and approaches
- Communication – a PR plan in a suitable style and format
- Reflection – demonstrate critical consideration of PR planning concepts and own learning

> WHAT YOU NEED TO DO:

Part 1: Content curation report

Part 2: Written content

Part 3: Statement of reflection



- Research – use secondary research methods to determine media, channels and appropriate content
- Insight – use relevant concepts to inform media selection and creative output
- Communication – a content curation report and original content to inform, to persuade or to strengthen relationships
- Reflection – a statement of reflection demonstrating critical consideration of relevant communication techniques and concepts

> WHAT YOU NEED TO DO:

Part 1: Executive report or proposal on the measurement and evaluation of the PR plan

Part 2: Statement of reflection

Part 3: Discussion of ethical and legal considerations



- Research – use secondary research methods to inform recommendations
- Insight – make recommendations for monitoring and evaluation against objectives
- Communication – produce a report or proposal for monitoring and evaluating progress
- Reflection – reflection on own learning and discussion of ethical implications

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)
2019 Online	Degree	10-12 months	£995	£810	£75	£1880	£2079

Please see our website for payment options.

IS THE COURSE RIGHT FOR ME?

Yes, if...

- You are interested in pursuing a career in PR
- You are early in your PR career
- You are working in any field of PR (e.g. media relations, internal communications or public affairs) and would like to obtain your first professional qualification.

If you aren't sure whether you meet the entry criteria, get in touch. 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 Maud Davis or Heather Yaxley:



[Maud Davis](#)

What Maud says: "I feel very lucky because I live in London and love what I do. I meet lots of bright people through PR Academy – many of them rising stars and I am always learning. I train in strategic communications, campaign planning, integrated marketing, account management, media relations and writing. My workshops are especially lively and I like to use video and encourage learning through collaboration and creation. I work with all kinds of organisations (such as CIPR and ISBA, Fleishman Hillard Fishburn, Foreign and Commonwealth Office, NHS Berkshire, Mobitel, University of the Arts London, Middlesex University and Bahrain Institute of Banking and Finance). Having started out as a consumer journalist with Good Housekeeping magazine, I moved into PR working with Hill and Knowlton, Nexus Communications, Richmond Towers and Slimming World. Now, I'm a food PR consultant, specialising in media relations and I bring this experience to workshops. Plus I mentor those working in communications through programmes such as the GCS Talent Development Programme."



[Heather Yaxley](#)

What Heather says: "I'm a passionate advocate for investment in sustainable professional development and the benefits that effective learning brings to individuals, teams and organisations. At a time of unprecedented change in working practices, we all need to keep up to date with latest thinking, new ideas, and emerging practices. My experience is that personal development is an active process that works best when encouraged and nurtured as a shared practice. As a PR practitioner, consultant and educator, I've seen how learning improves confidence by enhancing current capabilities to help achieve future potential. I recently completed my PhD researching career strategies in public relations, during which I developed an innovative timeline research method and originated a new tapestry approach to career development. This recognises how careers are crafted by individuals within an environment that is increasingly fluid. As such, professional qualifications are a vital component of the lifelong learning that is key in developing successful contemporary careers."

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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.
- Live introductory webinar run by your course leader to ensure you understand the course and the assignments.
- Regular online discussions about contemporary practice.
- Marking and feedback on your assignments.

WHEN CAN I STUDY? DATES AND TIMES



2019						
Course Start date	Live Webinar Unit 1	1st Assignment deadline	Live Webinar Unit 2	2nd Assignment deadline	Live Webinar Unit 3	3rd Assignment deadline
Mon 29-Apr-19	Thu 16-May-19	Fri 26-Jul-19	Thu 29-Aug-19	Fri 18-Oct-19	Thu 14-Nov-19	Fri 3-Jan-20
Mon 05-Aug-19	TBC	Fri 18-Oct-19	TBC	Fri 3-Jan-20	TBC	Fri 27-Mar-20
Mon 07-Oct-19	TBC	Fri 3-Jan-20	TBC	Fri 27-Mar-20	TBC	Fri-24-July-20

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.

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SYLLABUS



The term public relations is used to include all areas of practice within the discipline.

Assessment

Candidates need to identify a topic that will be the basis of their submissions for all three Unit assessments. Ideally, the topic should relate to the candidate's work role or to an organisation that they are familiar with.

Before candidates start work on the first assignment, tutors should discuss and agree topics with individual candidates to ensure that the organisation provides a suitable basis for the three assignments: establishing a plan, developing and managing content, and evaluating outcomes. Centres should seek guidance from CIPR if the candidate finds the selected organisation is an unsuitable choice for the Unit 2 or Unit 3 assignments.

It is strongly recommended that the assignments are completed in Unit order.

Example topics

- A launch activity
- A conference, for example a media conference or an internal conference
- An event
- A local community initiative
- An exhibition

Unit 1: PR in Context: Research and Planning

Unit 1 positions public relations in the economic, social and political contexts in which it functions and considers areas of PR practice. It examines where PR sits within organisations and how it adds value. It considers practical challenges and introduces conceptual underpinnings relating to PR planning within a framework of organisational strategy, vision and goals, developing capabilities in PR, and communications research and planning.

An analytical perspective is applied to encourage candidates to reflect on their own experience alongside case studies of organisations and scenarios.

Unit Objectives

At the end of Unit 1 candidates will be able to:

- Explain how PR is positioned in a societal context.
- Explain the organisational context of PR (internal relationships, types of PR, contribution to objectives).
- Explain, and distinguish between, areas of practice within corporate communications, internal communication, investor relations, public affairs, and marketing communications.
- Identify the goals of the organization and describe how PR can support those goals.
- Identify issues and, if appropriate, suggest how they might be managed.
- Carry out research to inform and apply PR management plans.
- Describe and differentiate stakeholders, influencers, publics and communities.
- Select and apply appropriate PR planning models and practical tools (project planning, campaigning, budgets and resources).
- Set communication objectives, measurement targets, outcomes and other performance metrics (for example SMART objective setting).

Unit 1 Assessment: PR Plan and statement of reflection

Aim: To enable candidates to demonstrate competence in developing a PR plan to meet organisational objectives, and to reflect on the concepts and processes involved.

Topic of inquiry: Candidates will be required to identify a suitable topic or issue for the PR plan and its execution. The plan
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should be related to the candidate's own organisation, a client or another organisation. It will typically be for a small-scale project, campaign or issue which can be resourced and costed appropriately.

The organisation and project topic will be the basis for all three unit assessments.

Submission: The assignment will comprise:

1. A 2000-word (+/- 10%) PR plan, to include:
 - Research undertaken to inform a specific plan of action, demonstrating insight into the situation and setting out the organisational, or project, objectives that the plan will support.
 - The detailed plan including important stakeholder groups and influencers, how objectives link to broader organisational goals, high level activities (including links to other communications disciplines), timeframe, and a brief statement of required resources and budget.
2. Supporting 500-word (maximum) statement of reflection on own learning relating to planning theory, concepts and models.

Completion of the assignment involves the following activities:

- Research – candidates are required to undertake data collection using secondary research methods (for example literature, archives, published surveys, reports) to examine the chosen topic of inquiry.
- Insight – candidates are required to use problem identification concepts and approaches to identify a relevant topic of inquiry.
- Communication – candidates are required to present a PR plan in a suitable style and format.
- Reflection – candidates produce a statement of reflection demonstrating critical consideration of PR planning concepts and own learning.

Unit 2: Content, Media and Engagement

Unit 2 considers how to create and manage communication that works; how individuals and groups react and respond to PR activities; and how PR can affect that response. It examines concepts and theories related to PR practice. The ways in which developments in technology have affected the balance between organisations, stakeholders and publics are discussed. The key concepts and related methods underpin the study of media and social media channels, the creation of ethical and compelling content, storytelling, content curation, and interpreting, and using data. Candidates are encouraged to draw on their own experience alongside case study examples of campaigns and professional practice.

Unit Objectives

At the end of Unit 2 candidates will be able to:

- Apply key concepts and related methods: raising awareness, persuasion, influencing, dialogue and listening, the power of relationships, relationship building and managing reputation.
- Apply knowledge of media relations; channels and channel management.
- Explain the dynamic role of social media in public relations.
- Demonstrate sensitivity to contextual, cross-cultural and diversity issues in content curation.
- Generate new, creative and fresh ideas for content.
- Understand the value of the power and relevance of storytelling.
- Demonstrate capabilities in writing strategies and in repackaging content for different channels.
- Demonstrate capabilities in content curation; social media campaign methodologies; and search engine optimisation.
- In the context of online and social media activity, interpret data to inform tactics.

Unit 2 Assessment: Content curation report, written content and statement of reflection

Aim: To enable candidates to demonstrate competence in creating and managing content across a range of media, targeting publics and stakeholders outlined in the Unit 1 plan, and to reflect on the concepts and processes involved.

Topic of inquiry: This assessment builds on the PR plan developed in Unit 1. Candidates will be required to evidence understanding of media selection and the creative process.

Submission: The assignment will comprise:

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1. Based on the plan developed in Unit 1, a 1000 word (+/-10%) content curation report, detailing processes, tools and channel selection used to curate (discover, organise and annotate) written and multimedia content that supports the plan.
2. A 1000 word (+/-10%) piece of original written content, on the chosen topic, that draws on material within the curated content report, and develops messages into a coherent narrative around the objectives of the plan.
The piece of content could be a single article for an online or offline publication, a speech, an employee briefing, a blog/series of blogs, a collection of social media posts linked to a website article, a script for a webcast/podcast, etc.
3. Supporting 500-word (maximum) statement of reflection on own learning relating to communication techniques and concepts employed in the visual and writing tasks.

Completion of the assignment involves the following activities:

- Research – candidates are required to use secondary research methods (for example literature, archives, published surveys, reports) to determine media, channels and appropriate content.
- Insight – candidates are required to use relevant concepts to inform media selection and creative output.
- Communication – candidates are required to produce a content curation report and original content to inform, to persuade or to strengthen relationships.
- Reflection – candidates produce a statement of reflection demonstrating critical consideration of relevant communication techniques and concepts.

Unit 3: Measurement, evaluation and professional ethics

Unit 3 focuses on the delivery of communication and PR activities; and how they are managed, monitored and measured, including the contrasting roles of consultancy and in-house professionals. Current best practice on evaluation (AMEC guidelines) is introduced to equip the candidate with practical tools to use in the workplace. The links between objective setting (Unit 1) and content development (Unit 2) and their impact on the organisation's strategic goals are explored.

The Unit also considers the professional status of the discipline, and introduces key legal and regulatory concepts. The ethical dimension within which public relations operates, including the CIPR Code of Conduct, is examined.

Unit Objectives

At the end of Unit 3 learners will be able to:

- Select best practice tools to manage PR activities.
- Describe the consultancy/client relationship.
- Apply best practice in monitoring, risk assessment and measurement of PR and communication activities.
- Determine how far PR goals and objectives are met and the extent to which results and outcomes have been achieved.
- Assess the impact of communication objectives on organisational goals.
- Discuss professionalism in a public relations context.
- Apply key ethical principles for decision-making and identify barriers to ethical practice in public relations.
- Explain relevant legal and regulatory requirements that impact on PR practice (copyright, privacy and contract), and follow organisational governance policies and procedures.
- Explain the implications of the CIPR Code of Conduct for professional practice.
- Reflect on own professional practice and personal development.

Unit 3 Assessment: Executive report, statement of reflection and discussion of ethical issues

Aim: To enable candidates to: demonstrate competence in assessing the performance of a communications plan; reflect on the concepts and processes involved; and consider the ethical challenges a PR practitioner faces during the planning, writing and evaluation processes.

Topic of inquiry: This assessment builds on the plan developed in Unit 1 and the report and piece of writing developed in Unit 2. Candidates will be required to demonstrate an understanding of the evaluation concepts and tools available to the PR practitioner, and the ethical challenges faced in professional practice.

Submission: The assignment will comprise:

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1. A 1500-word (+/-10%) executive report on, or proposal to monitor, progress of the plan, and to measure and evaluate the plan against communication and corporate objectives, drawing on different measurement frameworks and methods.
2. Supporting 500-word (maximum) statement of reflection on own learning relating to concepts and practicalities of measurement and evaluation considered in the report/ proposal.
3. A 500-word (maximum) discussion of the ethical and legal decisions involved in planning, developing, writing, executing and evaluating the project covered in the three unit assignments.

Completion of the assignment involves the following:

- Research – candidates are required to use secondary research methods (for example literature, archives, published surveys, reports) to inform recommendations.
- Insight – candidates are required to make recommendations for monitoring and evaluation of the plan against objectives.
- Communication – candidates are required to produce a report or proposal for monitoring and evaluating progress of the plan.
- Reflection – candidates are required to produce a statement of reflection on own learning and discuss ethical implications.

ENROLMENT CRITERIA?



This qualification is ideal if you are in the early stages of your PR career (new starter or PR Executive).

You will qualify to study for the CIPR Professional PR Certificate if you have any one of the following:

- CIPR Foundation
- Any UK recognised degree or equivalent
- Two years' relevant full-time employment in public relations (or related sectors e.g. marketing, journalism) and five GCSEs 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:

- writing press releases
- internal and external communications, including social media
- media relations
- event organisation
- managing press launches
- presentations

If you are unsure about eligibility, contact us at courses@pracademy.co.uk

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