

CIPR Specialist Diploma: Crisis 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?



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.

Contact us: telephone: +44 (0)20 3862 6910 or email: courses@pracademy.co.uk

PDF_CCD_Diploma_CrisisCommunication_A2019_v2.docx

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 brand new CIPR Specialist Diploma: Digital Communication equips you with the knowledge you need to make social and digital media an effective, integral part of your communication strategy.

Understand online behaviour trends, digital and social media technologies and platforms, digital planning, community building and management, content creation and curation, platform selection, data analytics and evaluation.

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 probably working in a communication role and are keen to develop your expertise in social media and digital communication as part of your strategic communication.

You may already hold the CIPR diploma or an undergraduate degree in PR or Communication.

WHO WILL TEACH ME?



You will benefit from unlimited tutor support throughout the course. We have a fantastic team of subject matter experts to be announced soon. This course is led by:



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 and key in developing successful contemporary careers.”

HOW WILL I LEARN?



This course is taught online through a combination of live webinars (also recorded) and “on-demand” content. 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.

WHEN CAN I STUDY? DATES AND TIMES

WHEN CAN I STUDY? DATES AND TIMES



- The online webinars are broadcast live at 19.00 and are recorded for later playback. They are between 40 to 60 minutes.

Autumn 2019: Course opens Fri 04 October 2019

Thu 10 October 2019

Wed 16 October 2019

Wed 23 October 2019

Wed 06 November 2019

Wed 20 November 2019

Wed 04 December 2019

Wed 15 January 2020

Wed 22 January 2020

Wed 05 February 2020

Assessment deadline

Contact us: telephone: +44 (0)20 3862 6910 or email: courses@pracademy.co.uk

Fri 27 March 2020

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 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:

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.

Contact us: telephone: +44 (0)20 3862 6910 or email: courses@pracademy.co.uk

- 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;
 - 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)

Contact us: telephone: +44 (0)20 3862 6910 or email: courses@pracademy.co.uk

PDF_CCD_Diploma_CrisisCommunication_A2019_v2.docx

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
 - 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.

Contact us: telephone: +44 (0)20 3862 6910 or email: courses@pracademy.co.uk

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

START GETTING INVOLVED NOW!



PR Academy

- Follow us on Twitter @PRAcademy and [Facebook](#)

Our online community – PR Place

- [Join](#) now
- Follow on Twitter @PR_Place
- On [LinkedIn](#)
- And on [Facebook - PRPlace2b](#)

Contact us: telephone: +44 (0)20 3862 6910 or email: courses@pracademy.co.uk

PDF_CCD_Diploma_CrisisCommunication_A2019_v2.docx