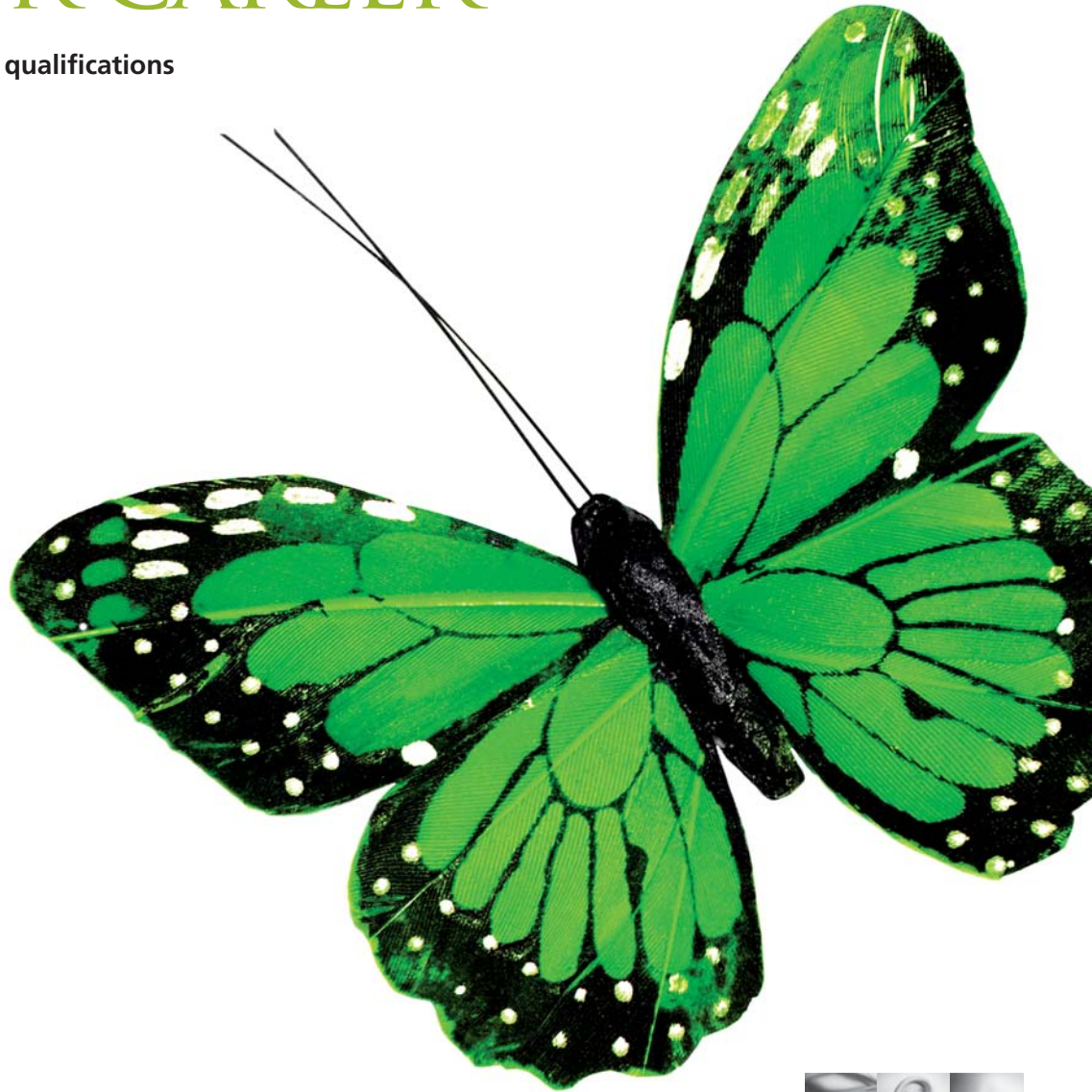


DEVELOPING YOUR PR CAREER

A guide to CIPR professional qualifications



GETTING MORE QUALIFIED



By investing in professional development you can ensure you are best positioned to see your clients, employers and employees through increasingly competitive times. It's a win-win situation for everyone!

ABOUT THE CIPR

The Chartered Institute of Public Relations is the professional body for PR practitioners in the UK. With over 9,500 members, involved in all aspects of the public relations industry, it is the largest body of its type in Europe. The CIPR advances the PR industry by:

- making its members accountable through a code of conduct
- developing policies for the PR industry
- representing its members
- raising standards through education and training.

**the only PR
professional
qualifications
awarded by a
Chartered body**

WHY STUDY FOR A CIPR QUALIFICATION?

Because they are:

- the only professional qualifications awarded by a Chartered body
- designed specifically for PR practitioners
- industry-recognised in the UK and worldwide
- run part time, enabling you to study while you work
- generous in the amount of teaching time and tutor support they offer.

WHAT ARE THE BENEFITS?

Studying for a CIPR qualification will help you to:

- enhance your skills and stay ahead of the game
- improve your decision-making and effectiveness at work
- make a real difference to your organisation through what you can deliver.

And employers and clients will:

- benefit from a more skilled and motivated employee
- gain a competitive edge with a more effective team member.

CIPR MEMBERS GET MORE

You must be a member to study for a CIPR qualification. If not already a member, you will benefit from a special rate for your first year of membership.

As a member you will enjoy unrivalled professional support and resources including access to the Member Area of the CIPR website and industry information, skills guides, research and best practice case-studies. Plus, you will get free membership of a CIPR regional and sectoral group and substantial discounts on CIPR events, training and publications.

For further information about the benefits of CIPR membership, visit www.cipr.co.uk/membership

WHICH QUALIFICATION IS RIGHT FOR YOU?

The CIPR currently runs four professional qualifications. Three focus on public relations and helping PR practitioners at every stage of their career, while the fourth is a specialist internal communication course.

The course gave me a real insight into the theory behind my everyday job, allowing me to apply what I learnt at work. This has definitely helped me to get ahead in my career – I was promoted a few months after starting the course.

Hannah Cornford ACIPR, CIPR Advanced Certificate



I have gained an enormous understanding of the theory and background behind PR and feel confident to express my thoughts and ideas at work, knowing that I now speak with knowledge based on a credible course of study.
Lydia Barber, CIPR Advanced Certificate

CIPR FOUNDATION AWARD

For those just entering the PR industry, this course provides you with core PR knowledge and skills.

WHAT WILL I LEARN?

This qualification, which is at A-level standard, provides an introduction to PR as a career. You will examine the role of a PR practitioner, and learn the basic theories and techniques of effective public relations, including media relations and practical writing skills and techniques.

HOW WILL I BE ASSESSED?

Assessment is based on a three hour examination involving a report, a news release exercise and an essay.

OUTCOME

Graduates from the Foundation Award can go on to take the CIPR Advanced Certificate.

HOW DO I ENROL?

For full course information including syllabuses, venues, dates, fees and application details visit our website at www.cipr.co.uk/qualifications or email us at: qualifications@cipr.co.uk

CIPR ADVANCED CERTIFICATE

For those in the first few years of their PR careers.

WHAT WILL I LEARN?

The CIPR Advanced Certificate is taught and assessed at the same standard as a first degree (NVQ Level 5). The course will provide you with a solid grounding in all of the key concepts, techniques, theories and skills needed to develop effectively as a PR practitioner.

Topics covered include:

- communication theories
- management skills
- writing skills
- media relations
- PR in practice.

HOW WILL I BE ASSESSED?

Assessment is based on essays/reports and practical assignments.

OUTCOME

Graduates from the Advanced Certificate are eligible to become CIPR Associate Members (with the designatory letters ACIPR) and can go on to take the CIPR Diploma.

CIPR DIPLOMA

For more experienced practitioners who want to develop their strategic PR management skills.

WHAT WILL I LEARN?

The CIPR Diploma is taught and assessed at postgraduate level. The course focuses on strategic public relations and its role as an integral part of successful business practice. You will develop your PR planning and integrated communications management skills through examining case-studies and practical PR examples.

Topics covered include:

- PR as a management function
- strategic communications theories and techniques
- reputation management
- corporate responsibility and stakeholder theory
- organisational culture change and issues
- PR planning and crisis management.

HOW WILL I BE ASSESSED?

Assessment is based on essays/reports, an in-depth PR planning assignment and a significant work-related research project.

OUTCOME

Graduates from the CIPR Diploma are qualified to become Members of the CIPR (using the designatory letters MCIPR).



**our CIPR
qualifications
can allow
your career
to develop**

INTERNAL COMMUNICATION CERTIFICATE

For internal communicators and those interested in learning more about this sector.

WHAT WILL I LEARN?

The CIPR Internal Communication Certificate is taught and assessed at the same standard as a first degree (NVQ Level 5). The course will provide you with all the key internal communication concepts, techniques, theories and skills.

Topics covered include:

- organisational culture and transformation
- planning and managing
- setting the right tone – the fit between internal and external communication
- using social media for internal communication.

HOW WILL I BE ASSESSED?

Assessment is based on an in-depth report.

OUTCOME

A valuable qualification in its own right, the CIPR Internal Communication Certificate will prepare you for the soon to be introduced CIPR Internal Communication Diploma, as well as the CIPR Advanced Certificate and CIPR Diploma in public relations.

HOW AND WHERE WILL I LEARN?

The CIPR Foundation Award is currently available to study in London, including at the CIPR Centre for Learning through our well-established workshops programme. Courses run regularly throughout the year. Teaching comprises of 15 hours of lectures and workshops, during which you will examine and discuss case-studies and current issues.

The next **CIPR Advanced Certificate** and **Diploma** courses will start in Autumn 2009 and January/February 2010.

The CIPR Advanced Certificate and CIPR Diploma, both of which are part time courses, can be studied for in a number of ways:

UK study centres: courses run at centres throughout the UK. Face-to-face teaching takes place over a number of study days or evenings (48 hours of teaching over 12 months) using a combination of presentations, case-studies and workshops. Group discussions and debates mean you can share knowledge and experiences with fellow students and PR professionals as well.

Study online: you can study the Diploma and Advanced Certificate (new for Autumn 2009) online, giving you the flexibility to study when and where you want using a range of online tools such as wikis, webinars and podcasts.

Overseas centres: the CIPR Diploma can also be studied at centres around the world.

The CIPR Internal Communication Certificate course starting in September 2009 is available to study in London. From January 2010 onwards you can choose to study online or at the London centre. Courses run regularly throughout the year with teaching comprising 20 hours of lectures, case-study work and group discussion.

Visit www.cipr.co.uk/qualifications to find your nearest centre or for more information about studying online.

NEW SPECIALIST QUALIFICATIONS COMING SOON

- **CIPR Internal Communication Diploma**
- **CIPR Crisis Communications Certificate**

More information on both of these courses will be available online shortly at www.cipr.co.uk/qualifications

Studying for the CIPR Diploma allowed me to take a step back from the day-to-day aspects of my job and helped me think more strategically. Holding a CIPR qualification gives me invaluable professional credibility.

Tracy Playle MCIPR, CIPR Diploma



Go for it, it will certainly give you a lot of food for thought, challenge your thinking and your practice in a constructive way.
Asha Pawar, CIPR Online Diploma

MORE FROM THE CIPR

CIPR TRAINING

If you are not yet ready or in a position to undertake a professional qualification, why not take a look at the CIPR training programme? We run over 100 one and two-day workshops on a wide range of core PR skills including writing and networking skills; internal communication; media handling; internal communication and crisis management. We will also tailor any of our workshops to meet your needs and will run them at a time, date and place to suit you. **For further information, visit www.cipr.co.uk/training**

CIPR CENTRE FOR LEARNING

In April 2009, the CIPR moved to new premises at 52–53 Russell Square, London WC1B 4HP and opened the CIPR Centre for Learning, where it runs its well-established workshop programme. From this autumn the CIPR Diploma can also be studied for at the CIPR Centre for Learning.

CIPR CONTINUOUS PROFESSIONAL DEVELOPMENT

CIPR Continuous Professional Development is the CPD scheme for the PR industry and is open to CIPR members. The scheme is designed to help you achieve your professional career goals, giving you a competitive edge. Taking part also leads to CIPR Accredited Practitioner status and is an essential element of becoming a Chartered Practitioner. **For further information visit <http://cpd.cipr.co.uk>**

Good for you, good for your employer



The employer

We pride ourselves on being a team of the brightest and the best in PR and public affairs. As such we are committed to ensuring our team members are given opportunities to expand their knowledge base. This helps them broaden their professional horizons and improve the quality of support they provide our clients.

Since undertaking the CIPR Diploma, Eleanor has been given the opportunity to take on PR clients in addition to those she provides public affairs support to. The knowledge she has gained from her studies has ensured that she has quickly been able to deliver quality, tactical and strategic PR advice, while also showing an acute awareness of the communications and organisational environments in which her clients work. I am delighted we were able to support her in undertaking the Diploma and we're certainly seeing the benefits.

Brooke Clarke, Managing Director
Mandate Communications



The employee

Coming from a public affairs background I was unsure how relevant the CIPR Diploma would be for my day-to-day job. From the first session, however, I found I was learning theories and techniques that could be applied to my current work, helping me to improve the advice I was giving my clients. In particular, the course gave me the theoretical tools to show to my clients and their senior management the key role communications can and should play in their organisations. It also improved my ability to develop proposals and strategies.

Overall, while the Diploma was challenging, it has really helped me expand my knowledge and role at work – I now work across both public affairs and public relations and am enjoying the new challenge.

Eleanor Turner, Account Manager
Mandate Communications



CHARTERED INSTITUTE OF PUBLIC RELATIONS

The Chartered Institute of Public Relations (CIPR) is the UK's leading public relations industry professional body.

The CIPR represents and serves the interests of people working in public relations in the UK and overseas. We offer access to information, advice and support, and provide networking and training opportunities through a wide variety of events, conferences and workshops.

For further information about the CIPR, membership or training opportunities, please contact us at the address below.



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