COURSES FROM CAMBRIDGE MARKETING COLLEGE

# Professional PR Qualifications

## CHARTERED INSTITUTE OF PUBLIC RELATIONS QUALIFICATIONS

The Chartered Institute of Marketing
Accredited Study Centre

CIPR

CAMBRIDGE MARKETING COLLEGE
MARKETING KNOWLEDGE

www.marketingcollege.com

# CHARTERED INSTITUTE OF PUBLIC RELATIONS QUALIFICATIONS

The CIPR is the professional body for PR practitioners in the UK. With over 8,000 members, involved in all aspects of the public relations industry, it is the largest body of its type in Europe. The CIPR Foundation Award, Advanced Certificate and Diploma are the only professional qualifications specifically designed for PR practitioners. They are widely recognised within the communications industry, both in the UK and around the world.

The courses run on a part-time basis, which means you can study alongside your work. You can practise what you learn right away, and both you and your employer will see immediate benefits from your studies. You'll be taught by experienced practitioners and will be able to broaden your perspective by learning alongside other PR professionals from different sectors and industries.

## UK STUDY CENTRES AND COURSE DATES

The CIPR qualifications are available at the following study centres across the UK:

| | Jan/Feb 2012 start | Autumn 2012 start |
|---|---|---|
| CIPR Foundation Award | Cambridge | Cambridge<br>Bristol |
| CIPR Advanced Certificate | Cambridge | Cambridge<br>Bristol<br>Guildford |
| CIPR Diploma | Guildford<br>Nottingham | Cambridge<br>Bristol<br>Guildford<br>Nottingham |

### STUDY DAYS

- Planned programme of study days comprising presentations, workshops, case studies and group exercises led by an experienced tutor.
- Provision of refreshments and lunch at all study centres.
- Detailed study plan - including key steps relating to pre-session reading, follow up action, feedback tasks and personal development ideas.

### COURSE FEES

| | CIPR fees | COLLEGE fees | EARLY BIRD Discount** |
|---|---|---|---|
| CIPR Foundation Award | | £650 (plus VAT)* | |
| CIPR Advanced Certificate | £780 (no VAT) | £1,300 (plus VAT) | £150 |
| CIPR Diploma | £950 (no VAT) | £1,600 (plus VAT) | £150 |

* The College Fee for the Foundation Award includes the CIPR fee and is paid to the CIPR by the College.
** We are offerring an early bird discount of £150 for delegates starting the CIPR Advanced Certificate or Diploma in January/February 2012 for the first 8 applications received for each centre by 30 November 2011.

**Self Funding Delegates and SME Organisations:** You may split the college fee over 8 equal monthly payments. To do so please complete the split payments form from the CIPR website or email shane@marketingcollege.com. There is a £60 administration charge for this service.

# RESOURCES AND SUPPORT

### STUDY MATERIALS AND SUPPORT

- Professional teaching support team comprising expert, qualified and experienced members including dedicated CIPR course director, session/group leaders, personal tutors and practitioner mentors
- Programme of study support including email, telephone and face-to-face contact with assigned tutor
- Pre-study e-learning pack
- Downloadable workbooks and other materials (see Green Banana online learning resource)
- Personal preparation for assignments – including assessment guidance sheets, formative feedback on session tasks, example assignments, individual counsel, marking and debriefing.
- Discount offers with a number of academic publishing houses
- Administrative support - including organisational and academic queries

### ONLINE LEARNING RESOURCE – GREEN BANANA

- Personal log-in access to specialist PR online learning resource website, www.greenbanana.biz
- Downloadable study resources, comprising qualification handbook, Unit manuals, session workbooks, personalised activities, multimedia materials, précis notes, topic top tips, mindmaps, glossaries, Q&A sessions, assessment guides, action sheets and informative presentations
- Personal development programme – including best practice advice covering study skills and career development
- Social media resources – including, online networking, discussion forum, real-time PR news, RSS feeds, access to global PR blog network, interactive ezine, core topic wikis and multimedia presentations
- Personal online resources – including delegate profile, individual blog, and study records
- Gallery of previous assignments, delegate generated content and case studies for reference
- Reading room – comprising reading reviews and recommendations, plus useful papers, articles, chapters and links to a wide range of reading resources, plus Amazon search and shop
- Study calendar – including session dates and assignment deadlines

> *"The CIPR Diploma has provided me with excellent theoretical knowledge needed in this ever increasingly demanding and competitive communications environment. Working with CMC and the Greenbanana resources provides a platform to apply my learning directly into my profession, where both my employer and I have benefited. Going back into education was always a daunting prospect, but the CIPR Diploma course has provided me with first hand support whenever it was asked for, giving me the best possible chance of securing not only invaluable knowledge, but a good grade too."*
>
> *Tom Scott, Marketing & Communications Officer, Bristol City Council*

# APPLICATIONS

Application forms to study the Foundation Award, Advanced Certificate and the Diploma are available from: www.marketingcollege.com, by calling 01954 234940 or emailing shane@marketingcollege.com.

Applications must be received by the CIPR at least two weeks before the start date of the course. Please note that applications are considered on a first come first served basis and course places are limited.

# CIPR FOUNDATION AWARD

The CIPR Foundation Award is an A-level equivalent qualification and provides a detailed introduction to PR, including essential writing and other technical skills. The course is the CIPR entry level qualification and is designed for those considering PR as a career option; whether school-leavers, students or those already working in a different industry who would like to move into public relations.

It is a part-time, vocational course with three study days (Saturdays) and one three-hour assignment (covering a report, a news release and a short essay) to complete, meaning you could gain a valuable qualification and a head start in your career in public relations within 12 weeks.

## THE COURSE

The course is available at our Bristol Study Centre starting in October 2011 with assessment in December 2011.

| Cambridge | Bristol |
|---|---|
| 2012 | 2012 |
| 14 January<br>28 January<br>18 February | Autumn start dates to be announced |

## ENROLMENT CRITERIA

You need to have at least five GCSEs at grade C or above. In addition, if English is not your first language you must be able to demonstrate proficiency in the language - spoken and written - to an International Language Testing System (IELTS) band score of 7.0 or above or equivalent. If you do not have the necessary GCSEs or GCEs you may still be accepted at the discretion of the CIPR on the basis of your professional experience (not necessarily in public relations).

## THE STUDY DAYS

Each study day covers a key aspect of public relations:

1. PR activities: You will learn key ideas, theories and techniques involved in PR practice, plus study its relationship with marketing, advertising, journalism, promotion and publicity.
2. Writing for new media: This is the core element of a successful career in PR. You will develop writing skills, produce news releases, understand the principles of visual imagery and discover best practice in working with press and broadcast media.
3. PR professionalism: You will learn about the role of the professional PR practitioner, including overcoming ethical issues you may face and the importance of areas such as corporate social responsibility and reputation management for organisations.

Your studies are supported by an experienced PR tutor, online course materials and recommended reading. Study sessions involve a range of learning methods including interactive exercises and best practice case studies.

**Cambridge Marketing College has a reputation for quality and success. We have worked with the CIPR for over 15 years delivering high quality courses and professional qualifications. Our tutors are all practising PR professionals bringing a wealth of experience as well as proven teaching skills to our courses. Our pass rates are consistently excellent. Last year our students achieved:**

- **A 100% pass rate for the CIPR Advanced Certificate**

**And**

- **A 100% pass rate for the CIPR Diploma**

*“The students and teachers of the CIPR Advanced Certificate and Diploma at Cambridge Marketing College are to be congratulated. A 100% pass rate is a real achievement and testament to everyone’s hard work and the quality of the teaching and students.”*

*CIPR Past President , Elisabeth Lewis-Jones*

# CIPR ADVANCED CERTIFICATE

The Advanced Certificate is aimed at graduates interested in pursuing a career in PR or those who are working in the PR industry at a junior level and who would like to take the next step in their career. The course, which is taught and assessed at undergraduate level, provides a good practical grounding in public relations. The syllabus covers topics such as communications theories; management skills; writing skills; media relations; and PR in practice.

It is a part-time, vocational course, which gives students the basic knowledge and understanding of PR theory and practice to develop as effective and efficient communications professionals.

## THE COURSE

The course takes place over 12 months and comprises 48 hours teaching. It is available at our Bristol, Cambridge and Guildford study centres.

Please see the timetable below.

## ENROLMENT CRITERIA

Applicants for the CIPR Advanced Certificate must be at least 21 years of age and: hold any UK degree; or have two years' relevant full-time employment in PR and five GCSEs grade C or above, one of which must be English Language; or have a LCCIEB Group Diploma in PR, plus one year's relevant experience. NB: Equivalent qualifications are acceptable.

| Cambridge | Guildford | Bristol |
|---|---|---|
| 2012 | 2012 | 2012 |
| 18 February<br>10 March<br>17 March<br>12 May<br>26 May<br>9 June<br>4 August | Autumn start dates to be announced | Autumn start dates to be announced |

> *The advanced certificate has given me a fantastic grounding in PR. It is really important to understand the theory and history behind PR practice whilst in the early stages of your career, and the Advanced Certificate was the perfect vehicle to do so. The level of support received from my tutor and course leader was exceptional and it has been a truly rewarding experience that will no doubt benefit me in the future.*
>
> *Rebecca Gould, Account Executive, Petersens Ltd*

## UNIT 1: MANAGING PR, INCLUDING

- History and development of PR practice
- Relationship to other communication areas
- Introduction to media relations, internal communications, public affairs, corporate responsibility and financial PR
- Systems theory
- Organisational culture and structure, and management theory
- Communications theory and models.

*ASSESSMENT*

- Critical reasoning test (taken at home with a series of questions supplied).

## UNIT 2: PR IN ACTION, INCLUDING

- Campaign planning: targeting publics, developing messages and selection channels
- Media relations: writing press releases, media interviews, press launches and preparing for media coverage
- Internal communication: employee engagement, internal communication and change, preparing briefings, speeches and presentations.

*ASSESSMENT*

- Planning assignment based on a case-study.

## UNIT 3: PROFESSIONAL DEVELOPMENT

- Self directed learning – students agree the title of their critique with their tutor.

*ASSESSMENT*

- A 3,000 word critique of PR as a developing discipline.

# CIPR DIPLOMA

**The CIPR Diploma is for more experienced professionals and is taught and assessed at postgraduate level. The course focuses on strategic public relations and students will be encouraged to analyse critically and appreciate PR as an integral part of successful business practice.**

**Topics include PR as a management function; theoretical approaches; reputation management; corporate responsibility and stakeholder theory; issues and crisis management; and PR planning.**

## THE COURSE

The course takes place over 12 months and comprises 48 hours teaching. For their final assessment, students, supported by their tutor, work on a project in their chosen specialist area. Very often this project is work-related, which also benefits students' employers.

Students will examine case-studies and practical PR examples, and discuss them with other PR practitioners in workshops. Recommended texts are also used for a more theoretical analysis.

## ENROLMENT CRITERIA

Applicants for the CIPR Diploma must satisfy the entry requirements for the course. These include:

- hold the CIPR Advanced Certificate; or hold a relevant post-graduate professional qualification plus
- one year's full-time employment in a public relations or relevant environment; or
- hold a degree in business /marketing/ management/ communication studies plus one year's relevant full time employment; or
- hold any other UK degree plus two years' experience in PR; or
- have four years' relevant full-time employment in PR and five GCSE passes, one of which must be in English Language.

| Cambridge | Guildford | Bristol | Nottingham |
|---|---|---|---|
| 2012<br>Autumn start dates to be announced | 2012<br>4 February<br>25 February<br>10 March<br>12 May<br>9 June<br>23 June<br>11 August | 2012<br>Autumn start dates to be announced | 2012<br>21 January<br>11 February<br>3 March<br>21 April<br>19 May<br>16 June<br>4 August |

*"I would highly recommend the CIPR Diploma Course run by Cambridge Marketing College. It has allowed me to reflect on and understand what guides my practice, and has vastly improved my strategic thinking. Applying some of the learning has directly contributed to bringing additional work and funding into my unit."*

*Christine Birchall, Corporate Communications and Marketing Manager, Norfolk County Council*

## UNIT 1: PR THEORY AND PRACTICE, INCLUDING

- The role of PR in society
- Theoretical basis to developing best practice
- Ethics, corporate responsibility, environment monitoring and global communication
- Strategic communication management
- Organisational culture and change
- Communication and relationship theory.

*ASSESSMENT*

- Critical reasoning test (taken at home with a series of questions supplied).

## UNIT 2: PR PLANNING AND MANAGEMENT, INCLUDING

- Integrated communications management
- Corporate reputation; issues management and crisis PR
- PR planning, research and evaluation
- Strategic publics, stakeholders, working with pressure groups, activists and local communities
- PR planning, research and evaluation.

*ASSESSMENT*

- 5,000 word planning assignment.

## UNIT 3: REFLECTIVE PRACTICE

- Self directed learning – students agree the title of their project with their tutor.

*ASSESSMENT*

- 6,000 word project.

# WHY STUDY CIPR QUALIFICATIONS WITH CAMBRIDGE MARKETING COLLEGES

### QUALITY

As the largest professional marketing college in the UK, we have gained a reputation for providing high quality training in all aspects of marketing, marketing communications and PR, allowing delegates to enhance their careers, and organisations to benefit from trained personnel. As a result our pass rates are excellent with a 100% pass rate last year for both the CIPR Advanced Certificate and Diploma.

### OUR TUTORS ARE PR PRACTITIONERS

All our tutors are practising PR directors or consultants with many years experience, and bring a relevant and current set of skills to the courses. See the outline biographies of our main CIPR tutors including Course Director, Heather Yaxley, Peter Brill, Rachel Bosworth and Wendy Thompson.

### OUR TEACHING APPROACH

Our teaching style during tutored workshops is very practical and interactive giving you plenty of opportunities to discuss ideas, concepts and to work with other delegates on case studies and previous exam questions. These will be supported by a programme of home reading and study.

### STUDY CENTRES

The College specialises in professional training and as such provides a business environment in which to study. All teaching centres are easy to get to and have ample parking. Refreshments are provided free at all sessions.

### STUDY WORKSHOPS

The CIPR qualifications are taught though a series of tutored 1 day and weekend workshops. These workshops are intensive and participatory teaching sessions, during which you will review up-to-date cases, listen to specialists and allow you plenty of time to discuss issues, questions or case studies with other delegates as well as the tutor.

### UNLIMITED TUTOR SUPPORT

You will receive tremendous support throughout your period of studies. You will be allocated a personal tutor who will offer you unlimited support by phone, email, fax or post. Your tutor can discuss your studies, any issues and problems as well as ensuring you are on the right track to pass the examinations and assessments.

### ON-LINE DELEGATE SUPPORT

Our fully interactive website allows you to join online discussions and weekly chat rooms with other delegates and tutors as well as access to our own discussion forum for CIPR delegates. A detailed schedule is published each term.

> *“I decided to take the Advanced Certificate a year after finishing my undergraduate degree and I am pleased to say it has exceeded my expectations. My tutor is a top communicator who I believe instilled a mentality of quality output and best practice to the group. I have gained a solid theoretical understanding of the broad communications spectrum and vastly improved my writing and planning skills. My participation in the course was also a major factor in securing my current role in a PR agency by demonstrating my interest and commitment to the PR industry to my employers.”*
>
> *Olivia Jones - Was PA to Heads of Service/Communications at Exeter City Council and is now Account Co-ordinator, KOR Communications.*

# OUR TUTORS

### PETER BRILL

Peter is a media and personal communications specialist with extensive experience at a senior management level. He is Managing Director of Net.Mentor Ltd and a Founder-Director of Red Ferry Ltd. Net.Mentor Ltd specialises in strategic communication and recent projects include teambuilding for business advisors; media and presentation skills training for a range of organisations; coaching and mentoring; development of online learning content. Before this Peter was Head of Public Relations for RAC Motoring Services, having previously worked in various communications roles, both in-house and as a consultant. He also spent five years as a broadcast journalist and has experience of broadcasting and spokesmanship at local, regional and national levels. Peter is a Member of the Chartered Institute of Public Relations (MCIPR) and the Motor Industry Public Affairs Association.

### ALISON THEAKER

Alison Theaker has twenty five years' experience in the PR industry as a practitioner, academic and author. She was formerly Scholar in Residence in the School of Marketing Communication at Emerson College, Boston, USA. Previously she was the first Head of Education at the then Institute of Public Relations, responsible for the development of the CIPR's Diploma and Advanced Certificate, the launch of the first CPD scheme for the PR industry in Europe, and setting up and revising frameworks for Approved Courses and Approved Trainers. Alison is author of the industry standard Public Relations Handbook. Alison is a Fellow of the CIPR and has delivered research papers at conferences in the UK, US and Australia on team working in PR, improving students' writing skills and the future of PR as a profession.

### WENDY THOMPSON

Wendy is a professional marketer with 16 years' experience, with commercial, B2B, and blue chip companies including Psion and as Head of Marketing at Romieke. Wendy and her husband took over the ownership and operation of The Regent Hotel on the Isle of Bute, which won several awards, before becoming Head of Communiations at Steria. Wendy is a member of the Chartered Institute of Marketing, Chartered Institute of Public Relations and the Institute of Direct Marketing, and a Chartered Marketer.

### SUE WILCOCK

Sue Wilcock is a qualified marketer and a member of both the Chartered Institute of Public Relations (CIPR) and Chartered Institute of Marketing (CIM). Before founding Stratton Public Relations in October 2001, Sue gained over eighteen years PR and marketing experience with in-house roles for companies such as Eastern Electricity, the Co-operative Society and the Jackson Group. As well as specialising in media relations, she has become involved in corporate communications including, the concept origination, writing and production of company newsletters and web sites, corporate communications policies, marketing and communications strategies and company literature including annual report and accounts. In December 2008, Stratton PR received a Gold Pride Award for the work it carried out producing the Careers in Construction: Get the Bigger Picture brochure for the Haven Gateway Partnership. Sue used to be a Director for the Suffolk Education Business Partnership and she is currently vice-chair of the Chartered Institute of Public Relations for the East Anglia region (past chair 2006-2008), where she is responsible for the CIPR East Anglia Mentoring Scheme.

### HEATHER YAXLEY - COURSE DIRECTOR

Heather has over 20 years' experience working as a consultant and in-house for major brands and a wide range of other organizations. She is a Fellow of the Chartered Institute of Public Relations and has an excellent reputation for her expertise, particularly in social media, strategic communications, innovative campaigns and digital PR. With an extensive academic knowledge and her own business, Applause Consultancy, Heather is one of the most qualified trainers in her field. She is currently studying her PhD in career strategies in public relations and has presented her work at conferences. She is a director and general secretary of the Motor Industry Public Affairs Association which provides professional development for 400 practitioners. Heather is a published author and is currently working on The PR Toolkit to be published in 2012. With a passion for lifelong learning and kaizen, Heather is a well known blogger and participant in social media. You can follow her on Twitter @greenbanana.