

CIPR Specialist Diploma: Digital Communication

 **POST-GRADUATE**

 **MAXIMUM TIME TO COMPLETE: ONE YEAR**

 **ONLINE**



ONLINE FEES*

Digital Communication Course	AED 10703
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WEEKLY STUDY TIME (AVERAGE)

3–4 hours
 (This may be more when you are working on an assignment and will differ depending how long you decide to take to complete.)

INSTALMENTS AVAILABLE?

Yes. You can pay in instalments.
 See website for more details.

YOUR COURSE LEADER

Dr Heather Yaxley

*Prices can change, please check on our website.

WHY GET A QUALIFICATION: THE BUSINESS CASE

A professional qualification can boost your career and your confidence. If you are wondering about doing a qualification, the business case is clear:

- You will become a more strategic practitioner
- You will grow as an individual and become more confident
- Your organisation or clients will benefit from more effective practice

For employers it means someone on the team who is:

- Skilled and knowledgeable
- Confident to make decisions
- Equipped to operate strategically
- Motivated member of the team
- Able to bring fresh insights and the latest thinking

In addition, your assignment is focused on real work situations so is of practical value in the workplace.

Studying for a qualification gives you deep level learning which you don't get with training. You will be learning over a period of time and that enables you to get to grips with new concepts and models and learn how to apply them in your own situation.

A qualification helps to future-proof your career. Technical skills are important but practitioners are increasingly dealing with complex or unusual scenarios and for that you need to be thinking and acting more strategically.

REASONS TO STUDY WITH PR ACADEMY

We have been offering qualifications for communicators since 2007 and hundreds of practitioners choose to study with us each year. Here's why...

- We think we have the best tutors with either top academic qualifications or senior level practice experience – doctors and directors!
- We provide plenty of tutor support, there is always somebody there to help

THIS COURSE IS RIGHT FOR YOU IF:

- You are 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 have experience or responsibility for digital communication in consultancy or in-house, or in a related discipline.



- Great resources including an online library specially put together for communicators
- Industry insights on our community and resource hub PR Place to keep you up to date with the very latest in practice during and after your studies
- Excellent pass rates across all our courses

HOW YOU WILL LEARN

The course is taught through a mix of on-demand content, live online workshops and guided reading.

Unlike many online courses, we provide a high level of tutor support so there is also an experienced tutor on hand to advise you.

Our flexible 'start anytime' approach means that you can set your own timetable and complete the course quickly or spread the learning out over up to one year.

You have the opportunity to submit a proposal for your assignment for personal feedback to give you the best chance of success.

Because you can start the course at any time, you can decide when to take part in live sessions and when to submit your work, all within the one year that you have to complete.

WHAT YOU WILL LEARN

The 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.

How the course is assessed

- A 3000 word executive report addressing a topic of your choice and a supporting 2000 word statement of reflection

The assignment will enable you to show your knowledge and ability to apply concepts, models, critical thinking and problem solving skills, all core management competencies and employer requirements. It is intended to be of value in professional practice and to reflect real world issues and activities, as well as meeting robust assessment criteria.

You are encouraged to use a real work-related project for the assignment which is great for employers, showing the practical relevance of the course.



The course taught me the importance of taking the time to step back and make sure that the right amount of research and planning is done to properly inform proposal recommendations for my clients. Having a robust strategic framework on which to base recommendations for PR activity is so important.

Completing my diploma was a reminder that academic theory, models and frameworks are important and can really help with the structure of recommendations for PR activity.

I'm really interested in social media, so it was great to discover theories such as the theory of social technographics. I used this in my assignment. It's about imagining a ladder, where each rung of the ladder represents a different type of category of social media user."

CONNOR MOONAN

GET IN TOUCH AND KEEP IN TOUCH

If you have a question or need some help:

Call: +971 (0)4 547 5855

Email: info@tpra.me

Let's stay in touch on social media:

@TprAcademyMena

@ThePrAcademyMena

@ThePrAcademyMena

@The-Pr-Academy-Mena

Want to know more or get signed up?

FIND OUT MORE AND ENROL ON OUR WEBSITE

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APPENDIX: FULL SYLLABUS

The aim of the CIPR Specialist Diploma (Digital Communications) is to enable candidates to develop knowledge and expertise in how social media and digital communication are integrated into strategic public relations planning and management.

The CIPR Specialist Diploma (Digital Communications) will be of interest to PR practitioners working in public relations, corporate communication, marketing communication, internal communication, public affairs and media relations, who have experience or responsibility for digital communication, in consultancy or in-house, or in a related discipline within the strategic management framework. This qualification will equip the candidate with the knowledge and tools to contribute effectively to the organisation's strategic management of digital communication and social media, while meeting what is expected of an ethical practitioner in complex situations.

Candidates will research and develop ethical digital communication and social media management strategies and plans that assist organisations to enhance and protect their reputation and to achieve their strategic objectives.

Candidates would be awarded the CIPR Specialist Diploma (Digital Communications) on successful completion of the assessment.

Syllabus

The CIPR Specialist Diploma (Digital Communications) provides a sound theoretical and practical knowledge of digital communication management within the context of strategic public relations, based on an understanding of current and emerging technologies, digital strategies and social media platforms. It includes research and identification of strategic objectives, stakeholder relationship management, community building and management, content creation and curation tools, platform selection and principles of evaluation; all within the ethical practice of public relations.

An analytical perspective is applied to enable 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. Explore the disruptive and transformative impact of digital technologies on society, business, organisations and individuals:
 - Examine the effect of existing and emerging digital technologies on communications functions and operations including ethical implications and sustainable development of digital literacy and leadership capabilities.
 - Examine the impact of trends in digital communications usage including media convergence, citizen journalism, social media influencers and stakeholder activism on organizational communication.

- Use relevant frameworks, tools and techniques to analyse trends in online behaviour, media consumption, online user profiling, and the formation of network communities.
2. Understand the concepts and tools employed in strategic public relations planning with specific emphasis on the role of social media and digital communications management:
 - Examine the range of concepts, models and tools to research external and internal environments to identify stakeholders and influencers and the issues affecting an organisation;
 - Identify digital and social media tools, technologies, and platforms to improve stakeholder engagement, issues management and crisis responsiveness;
 - Explore how to develop and manage audience-centred content and the role of owned, third party and user-generated multimedia content.
 - Match communication strategies to specific platforms, technologies and channels (for example, Enterprise Social Networks).
 3. Manage, plan, monitor, measure and evaluate digital and social media activities and engagement with stakeholders and online communities, and consider legal and ethical implications:
 - Determine appropriate integrated digital communication management approaches across platforms and technologies (including resource requirements);
 - Assess relevant methods of evaluating digital communication strategies and plans (including outputs, outcomes, impact, data analytics, insights and reflective practice);
 - Critically reflect on privacy and security issues and legal responsibilities in areas such as online tracking, behavioural profiling, data protection, digital security, and social media usage;
 - Evaluate the ethical implications of the use of digital communications in developing, implementing and evaluating PR strategies and tactics.

Assessment: Executive report and summary situation analysis

Aim: To enable candidates to demonstrate competence in undertaking an analysis of a case study situation/issue.

Topic of inquiry: Candidates will be required to evidence professional judgement in identifying a suitable 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 that can be associated with social media and digital communication activities.

Before candidates start work on the assignment, tutors should discuss and agree topics. Some topics may involve matters that are strategically or commercially sensitive for the organisation concerned, in which case it is the responsibility of the candidate to obtain their agreement. It is acceptable to resolve confidentiality issues by using a fictitious name for a genuine organisation, so long as the tutor's approval has been gained before work on the assignments begins.

Submission: The assignment will comprise:

1. 3,000-word (+/- 10%) executive report comprising:
 - a) A clear and concise statement describing the case study situation/issue, justifying its relevance as a problem or opportunity facing a specific organisation and/or sector, and verifying that it can be addressed by a digital communications strategy;
 - b) Overview of the methodology, i.e. the approach, tools and techniques used to collect and analyse evidence regarding the situation and provide insight into its current or potential impact on the organisation and/or sector and its stakeholders;
 - c) Discussion and substantiation of the key findings and outcome of the research and analysis which will advise the development of a communications strategy. Where possible this should include a graphical representation of digital communications evaluation comprising both channels and engagement data, as well as the current and potential impact on the organisation and/or sector and stakeholders;
 - d) Analysis of the research and development of a digital communications strategy, which should form a substantial part of the report and include a set of measurable digital communications objectives (based on the findings and outcome of the research and analysis conducted) and a brief statement of how these objectives can be measured.
2. Supporting 2,000-word (+/- 10%) statement of reflection including critical examination and evaluation of:
 - The research methods (including digital tools and techniques) used to analyse and gain insight into the case study situation;
 - Concepts, models and frameworks relevant to digital communication and social media used to inform recommendations;
 - Ethical concerns and responsibilities that emerge for PR practitioners using digital communications and social media to address the case study situation.
3. A reference list of sources using an appropriate, consistent method of referencing.

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 issue of concern (or opportunity) 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 organisation or societal 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.

Example topics

- Increasing engagement with online patient support groups
- Establishing an effective social listening function
- Developing an online reputation management strategy

Word count

A substantive response to both Components is necessary to meet the requirements for a Pass.

The word count for each task, and the total word count, must be recorded in the appropriate spaces provided on the cover sheet and at the end of the relevant text in the main documents.

Bibliographies and footnotes, if any, are not included in the word count. Footnotes must not contain appendices or be used to include additional text that should have been in the main body of the work.

Candidates are allowed a +/- 10% leeway on the **total** word count for the assignment and must ensure they **DO NOT** exceed the +10% tolerance. Anything above this allowance will result in the indicative mark being reduced by one grade. No grading reduction will be implemented if they are below the -10% word tolerance but remember that it is very likely that the paper will fail because the tasks will not have been adequately addressed.

Referencing

Teaching centres must provide guidance to candidates on appropriate methods of referencing that are suitable for a business document.

Further information

CIPR Course Regulations
CIPR Specialist Qualifications Student Handbook

