

CIPR Specialist Diploma: Internal Communication

 **MASTER'S**

 **MAXIMUM TIME TO COMPLETE: ONE YEAR**

 **ONLINE**



ONLINE FEES*

Internal 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 Kevin Ruck

*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 an experienced internal communication or PR professional looking to gain a specialist qualification to underpin your skills with internal communication theory and analysis.
- You want to gain new skills or improve existing skills by learning about the strategic role of internal communication.



- 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: Internal Communication takes an in-depth look at what makes communication effective, how to use research to develop great internal communication strategies, and the nature of change management communication. Come away with the knowledge and skills necessary to operate at board level.

How the course is assessed

- A 3000 word management proposal addressing a topic of your choice and a supporting 2000 word research report

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.

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Despite internal communication being part of my brief for more than seven years, I'd never studied this growing area of practice.

In management roles, I had also been responsible for media relations, reputation / issues management, brand and digital. And while they were all fascinating parts of the job, I was growing more and more interested in IC and its impact on employee engagement. I wanted to find a way of sense-checking my existing knowledge and learning more, in order to work with greater influence when dealing with executive stakeholders.

The CIPR Internal Communication Diploma has cemented what I already knew and introduced me to frameworks, research and best practice that I now apply in my job most days. It's also reignited my desire to learn... and I'm already thinking about what to study next!

It's bolstered my confidence and equipped me to better advise and constructively challenge. As a result, I'm working more strategically and I'm much better placed to measure and demonstrate the value of internal communications.”

RICHARD BRAMWELL

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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Email: info@tpra.me



APPENDIX: FULL SYLLABUS

The aim of the CIPR Specialist Diploma (Internal Communication) is to enable candidates to develop specialist knowledge and expertise in the contexts, concepts and practical tools of internal communication. It is designed for both generalist public relations practitioners wishing to enhance their understanding of best practice in internal communication and also for those looking to specialise in internal communication as a career.

The CIPR Specialist Diploma (Internal Communication) will be of interest to practitioners who have experience of internal communication activities, in consultancy or in-house, or in a related discipline such as human resources management. This qualification will equip the candidate with the knowledge and tools to apply this experience in the context of the function of internal communication in organisations, how it contributes to organisational engagement and commitment, and to organisational change, and what is expected of an ethical practitioner in the digital age.

Candidates will research and develop ethical internal communication strategies and plans that assist organisations to stimulate employee engagement, change attitudes and influence behaviours.

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

Syllabus

The CIPR Specialist Diploma (Internal Communication) positions internal communication in the organisational context in which it functions and investigates how it adds value. It considers practical challenges and conceptual underpinnings relating to internal communication planning within a framework of organisational strategy, vision and goals. It develops research, planning, execution and evaluation skills. 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 internal communication:
 - The evolution of internal communication as a strategic management function;
 - Organisational structures, leadership and management;
 - Organisational culture and its impact on internal communication practice;
 - The role of internal communication in major change management programmes;
 - How change can be accelerated by using effective approaches to communication and engagement.
2. Define internal communication and engagement models and concepts:
 - Keeping employees informed and the employee voice;
 - Work engagement (how employees become engaged);

- Internal communication and organisational engagement;
 - The psychology of communication and engagement;
 - Listening, authenticity and dialogue.
3. Critically evaluate and implement internal communication planning, including:
 - Audit and research methodologies; assessing levels of communication and organisational engagement;
 - The internal communication planning process and its strategic management; audiences, messaging, project management;
 - Advanced channel management, content creation and curation;
 - Measurement and evaluation of outputs and outcomes;
 - Applying principles of ethical and professional practice;
 - Production of management reports outlining recommendations for organisational and internal communication performance improvement.

Assessment: Management proposal outlining recommendations for developing strategy and performance improvement

Aim: To enable candidates to demonstrate competence in evaluating the effectiveness of internal communication practice.

Topic of inquiry: Candidates will be required to evidence professional judgement in identifying a suitable internal communication activity. This could be based on the candidate's own organisation, a client, or another organisation of the candidate's choice.

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. A 3,000-word (+/- 10%) management proposal including:
 - a) Identification and justification of the chosen topic of inquiry;
 - b) Critical evaluation of the activity with reference to its management and measurement;

- c) Recommendations for improvement drawing on data analysis and performance indicators.
- 2. Supporting 2,000-word (+/- 10%) review of proposal for change including:
 - Overview of secondary research undertaken;
 - Relevant research methodology;
 - Frameworks and models relevant to internal communication used to inform recommendations;
 - Discussion of ethical challenges encountered in the process.

Example topics:

- The impact of digital media on internal communication
- The role of senior teams in internal communication
- Internal communication with remote teams
- Communicating change in a complex public sector or global organisation

Completion of the assignment involves the following activities:

- Reflection – candidates are required to identify a relevant topic of inquiry. This will be a recent campaign, communication activity or other aspect of internal communication practice for a specific organisation and/or sector, and may relate to the candidate's own experience.
- Fact finding – candidates are required to undertake secondary research (using literature, archives, published surveys, reports, etc.) to inform recommendations.
- Insight – candidates are required to determine recommendations for performance improvements.
- Communication – candidates are required to present performance improvement recommendations in the form of a professional management proposal with supporting evidence.

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