



NEW Professional PR Diploma

Chartered Institute of Public Relations (CIPR), United Kingdom

For PR practitioners | Take a strategic approach to PR and prepare to lead at
board level



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?

Studying for the CIPR Professional PR Diploma – the CIPR's flagship qualification – will enable you to operate as a more strategic and confident communicator. Equip yourself with the advanced knowledge you need to design effective PR strategies. Learn more about communication and how to influence behaviour in today's digital world. Examine the role of PR and ethics.

Come away knowing how to put communication theory into practice through advanced PR planning, able to deliver campaigns that will impress clients and colleagues.

Is the course right for me?

Yes, if ...

- You have completed the CIPR Advanced Certificate in Public Relations;
- You are an experienced PR professional without an industry specific qualification;
- You are working in any field of public relations (e.g. media relations, internal communications or public affairs);
- You want to learn about the strategic role and functions of the public relations practitioner.



Who will teach me?

Our teaching team members all have great experience. They'll not only get you thinking about the theory but how it works in practice too. This course is led by Marcos Komodromos, PhD, MCIPR and Chartered PR Practitioner.



Marcos Komodromos is an Assistant Professor of Communications & Public Relations at the University of Nicosia and a Chartered PR Practitioner (London, UK). He has earned two Masters Degrees in Communications and in Management, and completed his PhD in organizational justice, trust and the management of change. Currently, he is a consultant in strategic communication, digital media and marketing communication in organizations in Cyprus and abroad, and he is a certified trainer and coach for employees in the areas of communication and public relations, marketing, social media, leadership, media training, and management. Dr. Komodromos has actively worked in the media industry for the past 15 years and until now he has delivered more than 12,000 hours of training to working professionals. Marcos Komodromos is a Member of the Chartered Institute of Public Relations (CIPR) of Great Britain, a Chartered PR practitioner (Ch. PR) and has been an active member of many Professional Associations and organizations in Cyprus and the U.K. What Marcos says: "Public Relations (PR) play an active role in the strategic planning of any kind of organization. Participating in the NEW CIPR Professional PR Diploma you will learn how your strategic plan sets the direction for your company. Throughout the program you will be able to list your organisational goals and act as a roadmap to help you reach them. In addition, it should also detail barriers and obstacles and how you can remove them. PR input is crucial and certain actions are necessary on behalf of PR practitioners in the pursuit of the ultimate goal for every business, which is to increase profits. For example: building brand awareness, connecting with and engaging your audience on social media, improving your reputation, driving more traffic to your website and promoting positive stories".

How is the course assessed?

Assessments are directly related to each study unit – i.e. one assignment per unit. These assess professional knowledge, vocational skills and personal development. The purpose of the assignments is to enable you to demonstrate knowledge and application of core



areas/concepts using critical thinking and problem solving skills (which are core management competencies and employer requirements).

Gain an advanced understanding of professional practice, including PR strategy and planning, content management, media and engagement, measurement and evaluation, and PR leadership. All underpinned by reference to ethics and the code of conduct. You'll also put your learning into practice, evaluating a wide range of PR concepts and techniques and applying them practically to your own work and sector.

They are intended to be of value in professional practice – i.e. reflect real world issues and activities, as well as meeting robust assessment criteria.

The style of the assignment reflects type of work employers look for and require a high standard of written communication (encouraging strong writing skills which employer consultation has highlighted).

Students will be encouraged to develop work related projects for assignments to maintain the close relationship with real world applications, to enable them to make better connections between concepts and their current roles, and to offer evidence to employers of the practical relevance of the course.

Students would be awarded a CIPR Professional PR Diploma by successfully completing all three units.

Unit 1 Assessment: executive report (2,000 words) and summary situation analysis (2,000 words);

Unit 2 Assessment: thought leadership article (2,000 words) and statement of reflection (2,000 words);

Unit 3 Assessment: management proposal (2,000 words) and supporting review of proposal for change (2,000 words).





About the Chartered Institute of Public Relations (CIPR) – UK

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. 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.

When can I study? Days and times and how do I enrol in the Diploma?

Simply visit our websites www.socialspaceacademy.com or www.360prconsultants.com 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.

Contact us for more details:

SocialSpace Academy 70.088.088

360 PR Professional Training: 22 02 67 23