

QUALIFICATIONS PROSPECTUS



ABOUT PRCA

WHO

The Public Relations and Communications Association (PRCA) is the world's largest professional PR body. We represent more than 35,000 PR professionals in 70 countries worldwide. This includes many of the major consultancies in the UK, and currently has over 400 consultancy members from around the world including the majority of the top 150 UK consultancies. The PRCA also represents over 500 in-house teams, including many of Europe's leading corporations and UK public sector organisations, as well as hundreds of individual and freelance PR and communications practitioners.

WHERE

With offices in London, Singapore, Dubai, and Buenos Aires, we are a global advocate for excellence in public relations.

WHY

Our mission is to create a more professional, ethical, and prosperous PR industry. We champion - and enforce - professional standards in the UK and overseas through our Professional Charter and Code of Conduct. The Code compels members to adhere to the highest standards of ethical practice. We deliver exceptional training, authoritative industry data, and global networking and development opportunities. We also manage the International Communications Consultancy Organisation (ICCO), the umbrella body for 41 PR associations and 3,000 agencies across the world, and LG Comms - the UK's national body for authorities raising standards of local government communication.

Why a PRCA qualification?

Bespoke - Tailor the Qualification to meet the demands of your career with a range of optional units. This does not include Specialist Diplomas.

Flexible - The majority of our qualifications do not have a compulsory enrolment date, you can begin your course at a time that works around your schedule.

Relevant - Our training is designed to be practical, with a focus on helping you meet and exceed the expectations of your day-to-day role.

Recognised - Our qualifications are highly-regarded across the world, giving you the chance to stand out from the crowd.

Cost effective - You shouldn't have to break the bank to prove your professionalism and with our qualifications, you don't have to. Our world-class courses are available at significantly lower rates than our industry competitors.

How is it delivered?

All our qualifications are delivered through a combination of highly interactive virtual classrooms and online webinars.

How will you benefit?

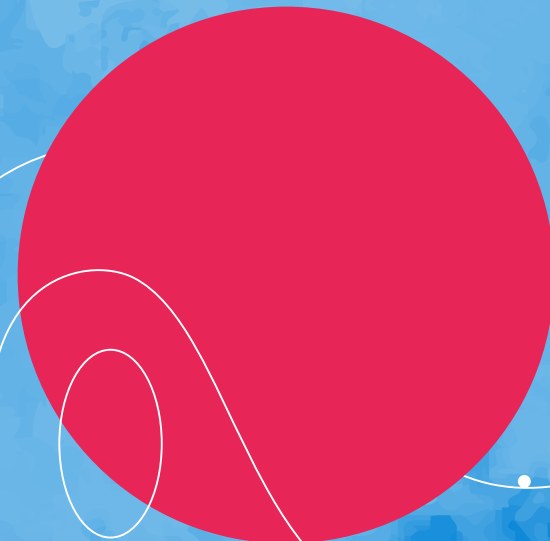
PRCA Qualifications help you to develop your strategic thinking by establishing a step-by-step process for developing effective communication strategy that supports organisational/business objectives.

Those who complete a Qualification are eligible to use designatory letters - a globally recognised symbol to peers and potential employers of professional competence.

For employers, PRCA Qualifications offer the chance invest on lifelong skills in employees, leading to stronger business results, as well as improved staff retention and wellbeing.



DISCOVER OUR COURSES



Diploma in PR and Communications Management (DipPRCA)

Provides senior practitioners with the skills to lead their teams and organisations more effectively, moving from strategic roles to leadership positions and looking to take on responsibilities for growing income streams, developing structure, and inspiring their staff and colleagues.

Advanced Certificate (AdCert PRCA)

Designed to help experienced PR practitioners moving to strategic roles, with the responsibility of delivering effective campaigns for clients, and the professional development of their colleagues and staff.

Foundation Certificate (FCert PRCA)

Designed for those at the start of their career in PR who are looking to fast track their development.

Online Certificate (OCert PRCA)

Curated for junior practitioners looking to progress their careers through a wide range of bite-sized online courses. It is a balanced introduction/refresher course presented through a selection of introductory and intermediate webinars.

Intern Training Programme

Help develop the next generation of PR professionals by enrolling your interns on our training programme.

Apprenticeship Programme

As a PRCA Apprentice, you will learn on-the-job, picking up skills and CV-enhancing experience while studying for a nationally-recognised qualification. It's a genuine opportunity to *earn while you learn* in an exciting, varied and challenging industry.

Future Leaders Programme

The future leaders programme is aimed at PR and communications practitioners preparing to take on leadership roles. The programme offers a comprehensive focus on leadership, resilience, creativity, crisis management, coaching and much more.

The Future Leaders Programme is sponsored by Polpeo



Diploma in Integrated Communications Management

Brings together critical aspects of contemporary communication management to enable practitioners to integrate plans and campaigns in more effective ways. It includes a thorough exploration of the demands placed on organisations by consumers, stakeholders and society and the ways that leaders respond and act in ways that maintain trust and enhance reputations.

Diploma in Public Affairs Management

For people working in public affairs in a junior role and people in other PR related disciplines who are looking to know more about public affairs or move career into public affairs. It is suitable for people working in-house or in an agency. Provides a broad overview of public affairs work and covers parliamentary processes such as legislative procedures and government policy-making. It includes a thorough exploration of public affairs planning, stakeholder identification, issues mapping, message development, parliamentary engagement and relationship management all set within a broader context of lobbying codes, ethical practice and personal responsibilities.

Diploma in Change Management and Communication

Positions internal communication as a critical success component for major change programmes. The course considers practical challenges and conceptual underpinnings relating to change management in agile and complex organisational settings. It focuses on the best ways to lead people through change, including approaches to communication in various stages of business change management programmes. This incorporates stakeholder identification and management, storytelling, channel management, coaching senior managers, communication planning and outcome measurement.

Our Specialist Diplomas are delivered in partnership with PR Academy



Diploma in PR and Communications Management (DipPRCA)

Qualification Objectives

Successful candidates will be able to demonstrate strategic thinking and planning.

Training

Learners will complete a set of core and optional units culminating in a total of 260 points, with full day classroom courses worth 40 points, half days 20 points, and webinars 10 points.

I recommend PRCA training to all of my colleagues and peers – both for the qualifications and individual courses. I found every one to be timely and informative, with a focus on building practical skills that can be used straight away. All of the trainers are friendly, helpful and experienced – you get a real sense that each one has ‘been there and done it’.

Ben Ralph DipPRCA
Account Manager

Example schedule

(please note that this is an example only and not necessarily the exact schedule you will receive):

CORE UNITS	FORMAT
<u>Ethics in PR and Communications</u>	Webinar
<u>Successful New Business Pitching</u>	Full Day
<u>Managing an In-House Team</u>	Full Day
<u>Effective Leadership – Skills and behaviours needed to deliver efficiency and results</u>	Full Day
<u>Producing Thought Leadership That Actually Works</u>	Full Day
<u>Business Development Planning and Strategy</u>	Full Day
<u>The Diversity Dividend: Beyond the tickbox to business performance and self-knowledge</u>	Webinar

Assessment

The course aims to develop leadership skills and culminates in the development of a practical proposal that can be implemented with immediate effect.

Learners will submit a portfolio containing:

- A Personal review.
- An Organisational SWOT.
- A proposal identifying the biggest threat facing their business/a client, and how PR/comms function can help to minimise the damage and/or grow the business.

The PRCA Diploma has provided me with a lot of helpful information and advice that is applicable in my day to day role, including creating compelling social media content, how to pitch for new business and putting together PR strategies.

Kate Jackson MPRCA DipPRCA
Communications Officer

Duration 6–12 months **Member** £2200 + VAT
Starts Anytime **Non-Member** £2600 + VAT

Advanced Certificate (AdCert PRCA)

Qualification Objectives

Successful candidates will be able to deliver effective campaigns for their organisation/clients.

Training

Learners will complete a set of core and optional units culminating in a total of 280 points, with full day classroom courses worth 40 points, half days 20 points, and webinars 10 points.

I found all the courses during the PRCA advanced certificate offered me practical knowledge which was directly relevant to my job as a press officer. Each of the experienced teachers were generous in sharing their expertise from their careers.

Peter Carroll AdCert PRCA
Communications Officer

Example schedule

(please note that this is an example only and not necessarily the exact schedule you will receive):

CORE UNITS	FORMAT
<u>Ethics in PR and Communications</u>	Webinar
<u>Planning a Strategic PR Campaign</u>	Full Day
<u>Budget Management</u>	Full Day
<u>Account Management</u>	Full Day
<u>Honing Your Copywriting Skills</u>	Full Day
<u>Crisis Communications Management</u>	Full Day
<u>Developing a Digital Strategy</u>	Full Day

Assessment

To complete the objectives, learners will produce a portfolio of evidence throughout their formal training, culminating in a strategic proposal. This aims to develop learners' professional expertise and generate practical solutions and strategies that can be applied in day-to-day roles.

This portfolio will contain:

- A Personal review.
- Organisational chart.
- An Organisational SWOT.
- A strategic communications plan (including social and traditional media).

I deliberately chose the PRCA Advanced Certificate because, compared to equivalent qualifications, it presented itself as a more practical way to learn and I liked the way you could mix-and-match courses depending on your own career emphasis.

David Seadon AdCert PRCA,
Communications Specialist

Duration 6–12 months **Member** £2000 + VAT
Starts Anytime **Non-Member** £2400 + VAT

Foundation Certificate (FCert PRCA)

Qualification Objectives

Successful candidates will be able to demonstrate an understanding of PR in context, writing skills, and creative thinking.

Training

Learners will complete a set of core and optional units culminating in a total of 150 points, with full day classroom courses worth 40 points, half days 20 points, and webinars 10 points.

Example schedule

(please note that this is an example only and not necessarily the exact schedule you will receive):

CORE UNITS	FORMAT
Ethics in PR and Communications	Webinar
Introduction to PR and Communications	Full Day
Mastering Persuasion and Influence	Full Day
How to Manage your Time and Workload More Effectively	Webinar
Successful Media Relations	Webinar

Assessment

To complete the learning objectives, learners will produce a portfolio of self-development throughout their formal training. The aim is to showcase development as an effective PR practitioner.

This portfolio will contain:

- A Personal review.
- Training analysis.

Duration 3-9 months

Member £1000 + VAT

Starts Anytime

Non-Member £1400 + VAT

The Foundation certificate gave me a great understanding of the fundamentals of PR, actionable advice for PR work as well as general career advice.

Emma Roberts
PR Account Executive

My experience of the course was a very positive and insightful one. I learned a lot about PR and Communications and feel much more confident in my role now. My qualification will be useful for my future career in communications as it will evidence my understanding of PR and Communications – the context of it and how to work.

Genna Lague
Inhouse PR and Comms Practitioner

Online Certificate (OCert PRCA)

Qualification Objectives

Successful candidates will be able to demonstrate a solid understanding of the functions of PR using a formula of self-analysis that aids in continued professional development. This will be showcased in a final review on past and current working models.

Training

Learners will complete a set of core and optional units culminating in a total of 180 points, with webinars worth 10 points.

Example schedule

(please note that this is an example only and not necessarily the exact schedule you will receive):

CORE UNITS	FORMAT
Ethics in PR and Communications	Webinar
Measuring and Evaluating PR Campaigns	Webinar
How to Manage Your Time and Workload More Effectively	Webinar
Unleash Your Inner Creative	Webinar
Your Role in New Business Pitching	Webinar
Introduction to Writing for PR and Communications	Webinar
Understanding Finance	Webinar
Social Media Metrics	Webinar
Crisis Management – Practical tips for reputation, recovery and rebuilding	Webinar
Successful Media Relations	Webinar

Assessment

To complete the learning objectives, learners will produce a portfolio of self-development throughout their formal training, culminating in a final written piece. The aim is to showcase development as an effective PR practitioner.

This portfolio will contain:

- A Personal review.
- Training self-analysis.
- Final review.

Duration 3 months

Member £1800 + VAT

Starts Anytime

Non-Member £2200 + VAT

I loved learning about all things PR, Communication and Marketing during this great range of webinars. The certificate will be a great asset to my CV once I am a graduate and looking for entry level roles.

Carina Schroeder MPRCA OCert, Student

Intern Training Programme

Qualification Objectives

Successful candidates will be equipped with foundational knowledge of the industry and key practical skills.

Training

Learners will complete a compulsory set of units with a total of 80 points.

Example schedule

(please note that this is an example only and not necessarily the exact schedule you will receive):

CORE UNITS	FORMAT
Ethics in PR and Communications	Webinar
Introduction to PR and Communications	Full Day
Introduction to Writing for PR and Communications	Webinar
Climbing the Career Ladder	Webinar

Assessment

There is no assessment with this qualification.

Duration 3 months

Member £450 + VAT

Starts Anytime

Non-Member £600 + VAT

Diploma in Integrated Communications Management



Qualification Objectives

Successful candidates will be able to:

UNDERSTAND THE ENVIRONMENT IN WHICH THE ORGANISATION OPERATES, WITH SPECIFIC FOCUS ON

- Brand and Reputation: the difference between both, how they are developed and managed.
- Purpose: contemporary thinking around the role of purpose in organisations and links to brand and reputation.

USE INSIGHTS TO INFORM PLANNING

- Research methodologies: selecting the right methodology, how to interpret research.
- Tools and techniques: good practice for the use of different research methods including surveys, focus groups, interviews. How to interpret research including sentiment analysis.
- Research ethics.

PLAN INTEGRATED CAMPAIGNS, UNDERSTANDING STAKEHOLDERS AND SELECTING CHANNELS

- Paid advertising: how the industry works, setting objectives, budgeting, creativity in advertising, ethics in advertising.
- Digital – paid and shared: SEO, Pay Per Click (PPC), working with influencers
- Stakeholders: public affairs, financial, internal: explanation of each discipline, channels, controls/regulation and ethics.
- Press/media: what makes news, the news agenda, industry structure.
- Content creation: storytelling techniques, creativity.

MEASUREMENT AND EVALUATION

- Tools and techniques: Association of the Measurement and Evaluation of Communication (AMEC) frameworks, interpreting data.

Duration 6 months

Member £2200 + VAT

Starts [Click here for start dates](#)

Non-Member £2600 + VAT

Delivered in partnership with PR Academy



Diploma in Public Affairs Management

Qualification Objectives

Successful candidates will be able to:

UNDERSTAND KEY CONCEPTS IN PUBLIC AFFAIRS MANAGEMENT

- Lobbying, government relations, issues management, reputation management.
- Differences/similarities between public affairs work at an agency and in-house.
- Political PR.
- Lobbying codes, ethical practice and personal responsibilities.
- Parliamentary processes.
- Scottish Parliament, Welsh Parliament, Metro Mayors and Local Government processes.

APPLY COMMUNICATION AND ENGAGEMENT MODELS IN A PUBLIC AFFAIRS CONTEXT

- Set objectives, identify issues and stakeholders.
- Devise strategies, messages and tactics.
- Engage with identified stakeholders.
- Write proposals, agree budgets, manage over servicing, time management and prioritisation.
- Communicate with confidence.
- Measure outputs and outcomes.

Duration 6 months

Member £2400 + VAT

Starts [Click here for start dates](#) – Online **Non-Member** £2800 + VAT

The diploma provided an overview of the UK's parliamentary processes, the legislative procedure and the opportunities for ethical and responsible lobbying within this. For people who are just joining the industry it is a great introduction to the key concepts, models and frameworks of public affairs and political PR.

Mary Dewar

Senior Account Executive, Field Consulting

Delivered in partnership with PR Academy



Diploma in Change Management and Communication

Qualification Objectives

Successful candidates will be able to:

UNDERSTAND KEY CONCEPTS IN CHANGE MANAGEMENT

- Waterfall and agile approaches.
- The potential impact of successful business change management.
- The importance of effective business change leadership.
- Stakeholder identification and prioritisation.
- Stakeholder engagement.
- Issues identification and risk management.

APPLY COMMUNICATION AND ENGAGEMENT MODELS IN A CHANGE MANAGEMENT CONTEXT AND ADVISE SENIOR CHANGE PROGRAMME MANAGERS/CLIENTS

- Communicating and leading people through change (gaining commitment).
- Listening, authenticity and dialogue.
- Communication planning and objective setting.
- Creating the narrative for change management.
- The transition curve and the psychology of change communication and engagement.
- Measurement and evaluation of communication outputs and outcomes.

The online training will be delivered by the PR Academy and the course leader will be Liz Yeomans.

Duration 6 months

Member £2200 + VAT

Starts [Click here for start dates](#) – Online **Non-Member** £2600 + VAT

This diploma had exactly the right balance between academic learning and practical application. It's enabled me to adopt new approaches in the workplace – after many years of leading communications on change and transformation programmes – and has reignited my passion for learning.

Louise Douglas

Global Communications and Engagement Manager – Cyber Security, Unilever

Delivered in partnership with PR Academy



I loved undertaking the Change Management and Communication Diploma. It gave me a solid foundation in terms of understanding the most effective communications approach for a variety of scenarios, and the lecturers were brilliant in terms of their understanding of the issue and being available to talk about questions and issues. I can't recommend this course more highly.

Alex Malouf MPRCA

I thoroughly enjoyed the course and was able to immediately apply my learning in my role as Change Communications Manager. I am now equipped with the theory, tools and practical knowledge to better understand the complexities of organisational transformation, and to plan, lead and support colleagues as they navigate change. I would certainly recommend the course to anyone interested in learning more about managing and communicating through change.

Sam Whitwham

Communications Manager, Red Cross

Apprenticeship Programme

Spend 18 months learning the ropes, gaining a qualification and widening your career options. The programme is a Level 4 nationally-recognised qualification, equivalent to a Foundation degree.

APPRENTICES ARE EMPLOYED BY A REAL PR AND COMMUNICATIONS AGENCY OR IN-HOUSE PR TEAM.	EACH APPRENTICE IS ASSIGNED A PRCA MENTOR TO SET AND STRUCTURE THEIR WORK AND PROVIDE ON-GOING SUPPORT.
18 MONTHS - 15 MONTHS TRAINING AND THREE-MONTH ASSESSMENT.	APPRENTICES BECOME PRCA MEMBERS AND CAN BUILD THEIR PROFESSIONAL NETWORK.
FULL-TIME JOB WITH 1 DAY A WEEK TO COMPLETE TRAINING AND ASSESSMENTS.	PR APPRENTICES ARE PAID AT LEAST THE NATIONAL MINIMUM WAGE.
LEARNING IS SUPPORTED BY PRCA TRAINING COURSES AND RESOURCES.	ON COMPLETION, 75% OF PR APPRENTICES STAY ON AND 93% CONTINUE THEIR CAREER IN PR.

Our successful candidate has proved to be a valuable member of the team and has since been successful in securing a permanent position with us in the same field so she can continue her career.

Judy Janson MPRCA
Personnel Advisor, Ashford Borough Council

Through learning in her communications role and studying for the apprenticeship, our apprentice gained a wide knowledge of the industry, honing her skills to help us communicate effectively to a complex, target audience comprising different member stakeholders, across a number of channels.

Simon Plunkett, Democratic Services and Projects Manager, Co-op

Thanks to the PRCA's in-depth and high-quality training, we have taken on a new member of the team who is extremely proficient and knowledgeable within all elements of the PR industry.

Megan House, Senior Account Manager, Voice Communications

My apprenticeship has not only given me unrivalled, genuine insight and experience into the PR industry, it's also provided me with an alternative route to bypass university and springboard into my career.

Josh Potter,
Past Apprentice and PR and Marketing Coordinator, Excelcare Holdings



Future Leaders Programme

The Future Leaders Programme is aimed at PR and communications practitioners preparing to take on leadership roles. The programme offers a comprehensive focus on leadership, resilience, creativity, crisis management, coaching and much more.

Topics covered in the previous iterations include:

- You as a leader, today, tomorrow and 5 years from now
- Leading the way with feedback: Providing confident critical and positive feedback to get better results, improve motivation, and develop your team
- Emotional Intelligence as a Leadership Superpower
- Personal Branding with a Global Mindset
- Virtually Brilliant Leadership Communication
- Leadership in a Crisis – Developing the skills to successfully navigate a crisis

Every delegate will also receive a 1 hour one-to-one coaching session to reinforce their learning and discuss an action plan on their personal growth. All attendees will gain a PRCA PR and Communications Leadership Diploma upon completing the programme.

Duration 6 weeks

Starts [Click here for start dates](#)

Member £1150 + VAT

Non-Member £1380 + VAT

I was promoted into a senior role last year, which involves working with the chief executives and other senior staff in the eight NHS national health boards in Scotland. As a Communications and Engagement Implementation Lead, I need to be able to think strategically, so that I can work effectively and offer the best possible advice and assistance. Gaining the PRCA PR Leadership Diploma has helped me to understand what other leaders expect from me and how I needed to grow into my new role. I found the sessions at the academy to be both informative and inspirational. The one to one coaching session and follow up support has also been extremely valuable to me.

Vivienne Wilson, NHS, Communications and Engagement Implementation Lead

It was a really great training event - loads of practical advice that I can put into place straight away.

Celia Moran, Press and Communications Manager

I honestly took so much away from the Academy - more than I could have hoped for. I really feel that the skills I learned will develop me to the next stage in my career and were genuinely so useful.

Sophie Baillie MPRCA
PR and Marketing Director,
Conscious Communications

Sponsored by Polpeo



WHAT NEXT?

Can't decide between two qualifications? The team are available to talk through your qualifications requirements and are happy to discuss payment plans for those self-funding.

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training@prca.org.uk

MEET THE TEAM

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www.prca.org.uk/training