

## Level 4 Diploma in Public Relations

The [Level 4 Diploma in Public Relations](#) (QCF) comprises a range of mandatory and optional units which are listed in the **table below**, along with their credit values.

Each apprentice, along with their line managers, is to decide what optional units they would like to choose (making sure to reach 32 credits). It is strongly advised that apprentices choose **unit 32**, to ensure they are fully able to evidence the knowledge, skills and behaviours as outlined in the [Standard](#).

<b>Mandatory Units (58 Credits Required)</b>		<b>Credit Value</b>
<b>1. Principles of Personal Responsibilities and How to Develop and Evaluate Own Performance at Work</b> <ul style="list-style-type: none"> <li>- Understand the employment rights and responsibilities of the employee and employer and their purpose</li> <li>- Understand the purpose of health, safety and security procedures in a business environment</li> <li>- Understand how to manage own work</li> <li>- Understand how to evaluate and improve own performance in a business environment</li> <li>- Understand the types of problems that may occur with own work and how to deal with them</li> <li>- Understand the decision-making process</li> </ul>		<b>4</b>
<b>2. Understanding Public Relations</b> <ul style="list-style-type: none"> <li>- Understand the purpose of public relations</li> <li>- Understand the current nature of the public relations industry</li> <li>- Understand the importance of ethics in the public relations industry</li> </ul>		<b>4</b>
<b>3. Understanding the Use of the Written Word for Public Relations</b> <ul style="list-style-type: none"> <li>- Understand the importance of written communications produced by public relations professionals</li> <li>- Understand why different writing styles are used by public relations professionals</li> <li>- Be able to edit and proofread written communications to meet the standards required by public relations organisations</li> </ul>		<b>4</b>
<b>4. Understanding the Creative Process to Generate Ideas</b> <ul style="list-style-type: none"> <li>- Understand the importance of creative solutions for a specific industry</li> <li>- Understand how to use creative techniques to generate ideas for given challenges</li> </ul>		<b>3</b>
<b>5. Understanding the Media Landscape</b> <ul style="list-style-type: none"> <li>- Understand the media landscape components</li> <li>- Understand how public relations professionals engage with the media landscape</li> <li>- Understand how to manage relationships with media colleagues</li> <li>- Understand variations in the needs of different media and their audiences</li> </ul>		<b>6</b>
<b>6. Understanding Public Relations Campaign Planning</b> <ul style="list-style-type: none"> <li>- Understand how strategic plans for public relations campaigns are devised</li> <li>- Understand how tactics for public relations campaigns are selected and developed</li> <li>- Understand a variety of methods of evaluating public relations campaigns</li> </ul>		<b>5</b>
<b>7. Communicating Effectively in Public Relations</b> <ul style="list-style-type: none"> <li>- Be able to create effective press releases in a realistic timescale</li> <li>- Be able to create pieces of effective public relations writing, other than press releases, in a realistic timescale</li> <li>- Be able to verbally communicate with public relations audiences effectively</li> </ul>		<b>5</b>
<b>8. Pitching Public Relations Stories to the Media</b> <ul style="list-style-type: none"> <li>- Be able to select strategies and tactics to pitch stories to the media</li> <li>- Be able to use strategies and tactics to successfully pitch stories to the media</li> <li>- Be able to obtain and use feedback relating to pitching stories to the media</li> </ul>		<b>4</b>
<b>9. Delivering and Evaluating Public Relations Campaigns</b> <ul style="list-style-type: none"> <li>- Be able to clarify objectives for own contribution to the delivery of public relations campaigns</li> </ul>		<b>6</b>

<ul style="list-style-type: none"> <li>- Be able to plan own actions to achieve objectives of public relations campaigns</li> <li>- Be able to implement planned actions to contribute to the delivery of public relations campaigns</li> <li>- Be able to evaluate own contribution to public relations campaigns</li> <li>- Be able to evaluate the implementation of public relations campaigns</li> </ul>	
<b>10. Delivering Professional Presentations</b> <ul style="list-style-type: none"> <li>- Be able to prepare presentations</li> <li>- Be able to deliver presentations</li> <li>- Be able to evaluate presentations</li> </ul>	<b>3</b>
<b>11. Plan and Manage your Own Workload</b> <ul style="list-style-type: none"> <li>- Understand how to plan own workload</li> <li>- Understand how to manage own workload</li> <li>- Be able to plan own work</li> <li>- Be able to manage own work</li> </ul>	<b>2</b>
<b>12. Researching and Analysing Data for Public Relations</b> <ul style="list-style-type: none"> <li>- Be able to plan research to meet agreed objectives in a public relations context</li> <li>- Be able to conduct research to meet agreed objectives in a public relations context</li> <li>- Be able to analyse findings</li> <li>- Be able to present conclusions of research for use in a public relations context</li> </ul>	<b>6</b>
<b>13. Develop Working Relationships with Colleagues and Stakeholders</b> <ul style="list-style-type: none"> <li>- Know how to identify stakeholders and their relevance to an organisation</li> <li>- Understand how to establish working relationships with colleagues and stakeholders</li> <li>- Be able to create an environment of trust and mutual respect with colleagues and stakeholders</li> </ul>	<b>4</b>
<b>14. Career Development</b> <ul style="list-style-type: none"> <li>- Know how to use careers information</li> <li>- Understand personal strengths and weaknesses relating to career choice</li> <li>- Be able to plan own career development</li> </ul>	<b>2</b>
<b>Optional Units</b> <i>(Minimum of 32 Credits Required)</i>	<b>Credit Value</b>
<b>15. Understanding Public Relations Work within Public Affairs</b> <ul style="list-style-type: none"> <li>- Understand the relationship between public relations and public affairs professionals</li> <li>- Be able to select key sources of public affairs information</li> <li>- Understand local, national and international governmental processes, roles and structures relating to public relations work</li> <li>- Understand the role of lobbying within an ethical framework</li> </ul>	<b>5</b>
<b>16. Understanding the Use of Public Relations in Issues and Crisis Management</b> <ul style="list-style-type: none"> <li>- Understand the expressions 'an issue' and 'a crisis' in public relations terms</li> <li>- Understand how public relations professionals manage issues to seek to avert a crisis</li> <li>- Understand public relations crisis management</li> </ul>	<b>4</b>
<b>17. Understanding How to Win New Public Relations Business</b> <ul style="list-style-type: none"> <li>- Understand the importance of good business relationships and reputations in public relations work</li> <li>- Understand organisational processes for procuring the services of public relations agencies</li> <li>- Understand how to win new public relations business</li> </ul>	<b>3</b>
<b>18. Understanding Client Relationships in Public Relations</b> <ul style="list-style-type: none"> <li>- Understand how to have professional working relationships with public relations clients</li> <li>- Understand how to resolve conflicts with public relations clients</li> <li>- Understand how to assess working relationships with public relations clients</li> </ul>	<b>4</b>
<b>19. Understanding the Importance of Brands in Public Relations</b> <ul style="list-style-type: none"> <li>- Understand the concept of brands</li> <li>- Understand how to deconstruct brands</li> </ul>	<b>4</b>

<ul style="list-style-type: none"> <li>- Understand the role of public relations in supporting brands</li> <li>- Understand the changing nature of the brand audience</li> </ul>	
<b>20. Understanding How Public Relations Professionals Contribute to Internal Communications</b> <ul style="list-style-type: none"> <li>- Understand the context within which public relations professionals contribute to internal communications</li> <li>- Understand how internal communications campaigns are implemented by public relations professionals</li> </ul>	<b>2</b>
<b>21. Plan and Organise an Event</b> <ul style="list-style-type: none"> <li>- Understand the role of an event organiser in planning an event</li> <li>- Understand the arrangements to be made when planning and organising an event</li> <li>- Understand the different types of venues and resources needed for different types of events</li> <li>- Be able to plan and organise an event</li> </ul>	<b>4</b>
<b>22. Co-ordinate an Event</b> <ul style="list-style-type: none"> <li>- Understand the role of an event co-ordinator in managing an event to meet the objectives of the brief</li> <li>- Understand the activities required when coordinating an event</li> <li>- Be able to co-ordinate an event</li> </ul>	<b>4</b>
<b>23. Plan and Organise Meetings</b> <ul style="list-style-type: none"> <li>- Understand the arrangements and actions required for planning and organising meetings</li> <li>- Be able to prepare for a meeting</li> <li>- Be able to support running a meeting</li> <li>- How to follow up a meeting</li> </ul>	<b>5</b>
<b>24. Project Management Skills</b> <ul style="list-style-type: none"> <li>- Know the purpose and process of project management</li> <li>- Understand skills and knowledge required for project management</li> <li>- Be able to plan a project to a given specification</li> </ul>	<b>1</b>
<b>24. Agree a Budget</b> <ul style="list-style-type: none"> <li>- Understand how to develop budgets</li> <li>- Be able to agree a budget</li> </ul>	<b>4</b>
<b>25. Manage Budgets</b> <ul style="list-style-type: none"> <li>- Understand the purpose of budgets</li> <li>- Understand how to manage budgets</li> <li>- Understand how to report performance against budgets</li> <li>- Be able to manage budgets</li> <li>- Be able to monitor budgets</li> </ul>	<b>5</b>
<b>26. Negotiation and Influencing</b> <ul style="list-style-type: none"> <li>- Understand the aims and principles of effective negotiation and influencing skills</li> <li>- Know a variety of negotiation and influencing techniques and when they should be used</li> <li>- Be able to demonstrate effective negotiation and influencing skills based on reflective practice</li> </ul>	<b>6</b>
<b>27. Negotiation and Influencing</b> <ul style="list-style-type: none"> <li>- Understand the aims and principles of effective negotiation and influencing skills</li> <li>- Know a variety of negotiation and influencing techniques and when they should be used</li> <li>- Be able to demonstrate effective negotiation and influencing skills based on reflective practice</li> </ul>	<b>6</b>
<b>28. Develop, Maintain and Review Personal Networks</b> <ul style="list-style-type: none"> <li>- Understand the benefits of networking and the need for data privacy</li> <li>- Be able to develop a personal network of contacts</li> <li>- Be able to review networking relationships</li> </ul>	<b>4</b>
<b>29. Blog Production Skills</b> <ul style="list-style-type: none"> <li>- Understand the role of blogging in the context of an internet publishing solution</li> <li>- Know how to combine creative and technical skills to create4 functioning blogs</li> <li>- Understand the legal issues associated with publishing content on the internet</li> <li>- Be able to review own creative development</li> </ul>	<b>8</b>

<b>30. Principles of Keywords and Optimisation</b> <ul style="list-style-type: none"> <li>- Understand Search Engine Optimisation (SEO)</li> <li>- Be able to plan implementation of SEO techniques</li> <li>- Understand Social Media Optimisation (SMO)</li> <li>- Understand how to plan implementation of a website optimised for mobile devices</li> </ul>	<b>5</b>
<b>31. Identify and understand a client's brand strategy</b> <ul style="list-style-type: none"> <li>- Know how a client defines themselves</li> <li>- Be able to define the client's brand model, strategy and value for the business</li> <li>- Be able to support brand development using brand and design tools</li> <li>- Be able to review and refine the brand value through market research and stakeholder engagement</li> </ul>	<b>4</b>
<b>32. Principles of Social Media within a Business</b> <ul style="list-style-type: none"> <li>- Understand how Social Media fits into the objectives and marketing of a business</li> <li>- Understand how to select Social Media tools and channels for a business</li> <li>- Understand how to measure the success of using social media tools and channels</li> <li>- Understand how social media policy and guidelines can impact a business</li> <li>- Be able to monitor how a business is using social media</li> </ul>	<b>6</b>