# **PR APPRENTICESHIP TRAINING COURSES**

PRCA delivers training courses to support apprentices’ learning, 90-minute-webinars and half/full-day virtual classroom sessions. These courses feed into apprentices’ development of the knowledge and skills outlined in the [PR & Communications Assistant apprenticeship standard](https://www.instituteforapprenticeships.org/apprenticeship-standards/public-relations-and-communications-assistant-v1-0).

Each apprentice will use this as a booking form, and as a way of keeping a log of courses booked and attended. All training courses (live, recorded, or external) are listed in the tables below, alongside the knowledge/skill they support, their duration, and the date chosen to attend.

## **MANDATORY COURSES**

There are **38 mandatory training** courses – 6 virtual classrooms, 23 live webinars, and 7 recordings. All mandatory courses must be attended during the training period (often 15 months), unless agreed otherwise. Wherever possible, all mandatory course-dates are to be scheduled within the first two to six months of an apprentice’s programme. The actual dates should be spread throughout the training period. These courses are booked with the PRCA Apprenticeships team.

*Each apprentice has two additional recordings of* ***live*** *webinars to claim for the duration of their apprenticeship.*

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| **Skills/Knowledge Heading** | **Supporting PRCA Courses** | **Format** | **Time spent** | **Date Chosen** |
| **Understanding of PR** | [Ethics in PR](https://www.prca.org.uk/training/courses?title=Ethics+in+PR&level_68=All&skill_69=All&city=All) and Communications | Webinar | 1½ hrs |  |
| [Introduction to PR](https://www.prca.org.uk/training/courses?title=Introduction+to+pr&level_68=All&skill_69=All&city=All) and Communications | **Virtual Classroom**  | 6 hrs |  |
| **Writing for PR & Communications** | [Introduction to Writing for PR and Communications](https://www.prca.org.uk/training/courses?title=Introduction+to+Writing+for+PR+and+Communications&level_68=All&skill_69=All&city=All) Practitioners | Webinar | 1½ hrs |  |
| [Getting to Grips with Grammar](https://www.prca.org.uk/training/courses?title=Getting+to+Grips+with+Grammar&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| [Write Results - From press releases to tweets](https://www.prca.org.uk/event/5021/write-results---from-press-releases-to-tweets) OR[Writing Effective Press Releases](https://www.prca.org.uk/training/courses?title=effective+press&city=All&level_68=All&skill_69=All&trainer_58=All) *CHOOSE ONE* | **Virtual Classroom** | 6 hrs |  |
| **Creativity** | [Unleash your Creativity](https://www.prca.org.uk/training/courses?title=unleash&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| **Media Coverage and Relations** | [Gaining Coverage in a Digital Media World](https://www.prca.org.uk/training/courses?title=Gaining+Coverage+in+a+Digital+World&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| [Successful Media Messages](https://www.prca.org.uk/training/courses?title=Successful+Media+Messages&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [Selling into the Media](https://www.prca.org.uk/training/courses?title=selling+into+the+media&level_68=All&skill_69=All&city=All) | **Virtual Classroom** | 6 hrs |  |
| **PR & Communications Campaigns** | [Managing an Integrated Communications Campaign](https://www.prca.org.uk/training/courses?title=managing+an+integrated&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| Planning a Strategic PR Campaign | **Virtual Classroom** | 6 hrs |  |
| [Measuring and Evaluating PR](https://www.prca.org.uk/training/courses?title=Measuring+and+Evaluating+PR&level_68=All&skill_69=All&city=All) Campaigns | Webinar | 1½ hrs |  |
| **Client Management** | [The Trusted Advisor: How to Win and Retain Clients’ Confidence](https://www.prca.org.uk/training/courses?title=trusted+advisor&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| **Career Development** | [Climbing the PR and Communications Career Ladder](https://www.prca.org.uk/training/courses?title=Climbing+the+PR+Career+Ladder&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| **Crisis Management** | [Crisis Management – Practical tips for reputation, recovery and rebuilding](https://www.prca.org.uk/training/courses?title=Crisis+Management+%E2%80%93+Practical+tips+for+reputation%2C+recovery+and+rebuilding&level_68=All&skill_69=All&city=All&trainer_58=All) | Webinar | 1½ hrs |  |
| **Winning New Public Relations Business** | [Your Role in New Business Pitching](https://www.prca.org.uk/training/courses?title=Your+Role+New+Business+Pitching&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| **Internal Communications** | [Building an Internal Communications Campaign that Works](https://www.prca.org.uk/training/courses?title=Building+an+Internal+Communications+Campaign+that+Works&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| **Finance and Budgets** | [Understanding Finance](https://www.prca.org.uk/training/courses?title=Understanding+Finance&level_68=All&skill_69=All&city=All) *(Advanced-level)* | Webinar | 1½ hrs |  |
| [Getting Maximum Impact from a Disappearing PR and Communications Budget](https://www.prca.org.uk/training/courses?title=Getting+Maximum+Impact+from+a+Disappearing+PR+Budget&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| **Personal and Office Skills** | [Building Resilience](https://www.prca.org.uk/training/courses?title=Building+Resilience&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [How to Manage your Time and Workload More Effectively](https://www.prca.org.uk/training/courses?title=How+to+Manage+Time+and+Workload+More+Effectively&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| [Successful Meetings](https://www.prca.org.uk/training/courses?title=Successful+Meetings&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [Successful Networking](https://www.prca.org.uk/training/courses?title=successful+networking&city=All&level_68=All&skill_69=All&trainer_58=All) | **Virtual Classroom** | 3 hrs |  |
| [Presentation Skills](https://www.prca.org.uk/training/courses?title=presentation+skills&level_68=All&skill_69=All&city=All) | **Virtual Classroom** | 6 hrs |  |
| **Digital Skills** | [How does SEO work? A guide for PR and Communications Practitioners](https://www.prca.org.uk/training/courses?title=How+Does+SEO+work%3F+A+Guide+for+PR+Practitioners&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| [Navigating the Paid Marketing Landscape in 2022 and Beyond](https://www.prca.org.uk/training/courses?title=navigating&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| **Social Media***(Please select 5)* | [Digital Landscape for PR](https://www.prca.org.uk/training/courses?title=Digital+Landscape+for+PR&level_68=All&skill_69=All&city=All) and Communications | Webinar | 1½ hrs |  |
| [The Right Way to use Facebook for PR and Communications](https://www.prca.org.uk/training/courses?title=The+Right+Way+to+use+Facebook+for+PR+and+Communications&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| [Making Great PR Campaigns with Instagram](https://www.prca.org.uk/training/courses?title=Making+Great+PR+Campaigns+with+Instagram&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| [LinkedIn for PR and Personal Branding](https://www.prca.org.uk/training/courses?title=LinkedIn+for+PR+and+Personal+Branding&level_68=All&skill_69=All&city=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [Using Video in Social Media for PR](https://www.prca.org.uk/training/courses?title=Using+Video+in+Social+Media+for+PR&level_68=All&skill_69=All&city=All) and Communications | Webinar | 1½ hrs |  |
| [Social Media 3.0: exploiting the latest tools and techniques](https://www.prca.org.uk/training/courses?title=social+media+3.0&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [The Tweet-Suite: Using Twitter to turbo charge your PR and Communications Campaigns](https://www.prca.org.uk/training/courses?title=tweet-suite&city=All&level_68=All&skill_69=All&trainer_58=All)  | Webinar | 1½ hrs |  |
| [Implementing A Social Media Audit](https://prca.org.uk/training/courses?title=Implementing+A+Social+Media+Audit&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [Influencer Relations](https://www.prca.org.uk/training/courses?title=Influencer+Relations&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |

## **OPTIONAL**

*Below are eight sector-specific PRCA webinars.*

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| **Skills/Knowledge Heading** | **Supporting PRCA Webinars** | **Time spent** | **Date Chosen** |
| **Social Media (B2B)** | [Creating Great **B2B** Social Media Campaigns](https://prca.org.uk/training/courses?title=Creating+Great+B2B+Social+Media+Campaigns&city=All&level_68=All&skill_69=All&trainer_58=All) | 1½ hrs |  |
| **Public Sector** | [Producing Engaging Content in Public Sector Communications](https://www.prca.org.uk/training/courses?title=Producing+Engaging+Content+in+Public+Sector+Communications&level_68=All&skill_69=All&city=All&trainer_58=All) | 1½ hrs |  |
| **Public Affairs** | [Introduction to Public Affairs](https://www.prca.org.uk/training/courses?title=Introduction+to+Public+Affairs&level_68=All&skill_69=All&city=All) | 1½ hrs |  |
|  | [Running an Effective Political Campaign](https://www.prca.org.uk/training/courses?title=Political&city=All&level_68=All&skill_69=All&trainer_58=All) | 1½ hrs |  |
|  | [Social Media in Public Affairs](https://prca.org.uk/training/courses?title=Social+Media+in+Public+Affairs&city=All&level_68=All&skill_69=All&trainer_58=All) | 1½ hrs |  |
|  | [Public Affairs Outside Westminster](https://prca.org.uk/training/courses?title=Public+Affairs+Outside+Westminster&city=All&level_68=All&skill_69=All&trainer_58=All) | 1½ hrs |  |
| **Crisis Management** | [Crisis PR and Communications in a Digital World](https://www.prca.org.uk/training/courses?title=Crisis+PR+in+a+Digital+World&level_68=All&skill_69=All&city=All) | 1½ hrs |  |
| **Purpose in PR** | [Purposeful Communication and Communicating Purpose](https://www.prca.org.uk/training/courses?title=Purposeful+Communication+and+Communicating+Purpose&city=All&level_68=All&skill_69=All&trainer_58=All) | 1½ hrs |  |

## **RECORDINGS**

All the courses below are available on OneFile, within the *Courses* section. As a minimum, it is a requirement that all apprentices watch the courses marked in green.

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| **Skills/Knowledge Heading** | **Supporting PRCA Webinars** |
| **Finance and Budgets** | Introduction to Budgeting: Budgets and financial processes relating to PR campaigns |
| **Client Management** | Working with Clients: the essentials  |
| **Brands & brand strategy** | Brands in PR |
| **Blog Production Skills** | How to Create an Effective Blog |
| **Social Media** | Tik Tok |
| **Personal and Office Skills** | Build Brand ‘You’ in 9 Minutes a Day |
| Mental Health: Understanding and building your mental wealth |
| **End point assessment (EPA)** | EPA Preparation/Information Webinar (when relevant) |
| **Personal and Office Skills****(external)** | Microsoft Office Tutorial |
| Microsoft Outlook Tutorial for Beginners |
| Basic English to Business English |
| Email Etiquette Tips |