

CIPR SPECIALIST DIPLOMA: CRISIS COMMUNICATION

🎓 MASTER'S

📅 FIVE TO SIX MONTHS

📺 ONLINE

(WITH OPTIONAL CRISIS SCENARIO
PLANNING WORKSHOP)



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 unlimited tutor support, there is always somebody there to help.
- 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.
- Access to the course materials and library for up to a year after the course has ended.

📄 ONLINE FEES*

Crisis Communication Course | AED 10,700

🕒 WEEKLY STUDY TIME (AVERAGE)

3–4 hours
(This may be more when you are working on an assignment.)

📅 INSTALMENTS AVAILABLE?

Yes. You can pay in instalments.
See website for more details

👤 YOUR COURSE LEADER

Chris Tucker

*Prices can change, please check on our website
We may also have an early bird price available..

THIS COURSE IS RIGHT FOR YOU IF:

- You are an experienced public relations practitioner who wants to develop your expertise in the area of response and crisis management.

HOW YOU WILL LEARN

Online, with optional one day workshop.

The course is taught through live webinars (which are also recorded for later playback), online discussions, guided reading and an optional face to face workshop held in central London. We put a high level of tutor support into online courses – you are guided throughout with a tutor always on hand to help.

All students receive access to PR Academy's online learning centre with discussion forums and links to useful resources and an online library with a range of e-books.

The one-day interactive workshop puts crisis communication theory into practice, enabling you to experience what a communication team would need to do in a live crisis situation. Using a fictional scenario, the day gives you the opportunity to develop a crisis communication strategy, coaching and acting as a crisis media spokesperson and developing a stakeholder engagement plan.

The workshop is led by Chris Tucker. She is a veteran of numerous crises including 9/11, 7/11, unexpected senior executive resignations, cyberattacks and various other criminal activities. Chris will be giving her insights into communication management during such episodes and will be deploying her camera to capture simulated media interviews done on the day as our fictional organisation seeks to limit the damage while the pressure builds.

The workshop is held in central London in a beautiful training venue with

WHAT YOU WILL LEARN

Learn about the different levels and impacts of crises, the building and maintaining of effective plans and the purpose and importance of training. Discover how to use influencing strategies to avoid or avert a crisis. Other topics covered include:

- Crisis prone behaviour and management styles
- The organisation in society
- Issues management
- Reputation, vulnerabilities and opportunities
- Trust as an asset
- Relationships – why and how they can support or threaten
- Carrying out effective audits and research.

How the course is assessed

- A 3000 word executive report 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.



Online learning was not an obvious fit for me.

I find it hard to absorb and retain information if I haven't been able to discuss it with others and bounce ideas and opinions around so I was concerned that I could feel isolated during this course. My teacher, however, had clear on-the-ground experience of crisis comms within big organisations and she encouraged us to discuss live events that we could adapt our learnings into, and also to communicate with each other outside of the sessions as a group. She was really engaging and inspiring. The one-day workshop towards the last quarter of the course was absolutely brilliant – I think we all left there buzzing to get writing our assignment.

Being surrounded by likeminded people, coming from different industries but all working towards the same goal goes a long way, whether virtually or in real life. My negativity towards online learning was misguided. I can't wait to do more."

LUCY GARDNER

GET IN TOUCH AND KEEP IN TOUCH

If you have a question or need some help:

Call: +971 (0)4 547 5855

Email: info@trpa.me

Let's stay in touch on social media:

 /thepracademymena

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WANT TO KNOW MORE OR GET SIGNED UP?

FIND OUT MORE AND ENROL ON OUR WEBSITE

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APPENDIX: FULL SYLLABUS

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

The CIPR Specialist Diploma (Crisis Communication) will be of interest to practitioners who have experience or responsibility for crisis planning, in consultancy or in-house, or in a related discipline within the strategic management framework. This qualification will equip the candidate with the knowledge and tools to contribute effectively to the organisation's risk assessment, crisis preparations and management, while meeting what is expected of an ethical practitioner in complex situations.

Candidates will research and develop ethical crisis response strategies and plans that assist organisations to avoid or reduce the impact of crisis situations.

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

Syllabus

The CIPR Specialist Diploma (Crisis Communication) introduces the theories and knowledge required to analyse the causes, and weigh the likelihood, of unexpected circumstances that demand urgent responses or that might lead to the need for crisis communication. It considers the skills and knowledge needed for auditing, planning and managing public relations when the pressure mounts for an urgent response or during a crisis. 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 crisis response:

- The societal, economic and media crisis context;
- Relevant public relations theories and concepts;
- The roots of reputation;
- The risks to, and the role and value of, reputation in a crisis;
- Winning trust and the withdrawal of society's permission to operate;
- The difference between emergency communications and a crisis;
- The crisis and issues lifecycle;
- Identifying and managing key stakeholders in a crisis;
- The influence of social media, groupthink and the active citizen.

2. Apply best practice models including:

- Apply best practice models including:
- Assessing public risk (particularly for public bodies including the

- Analysing trends in management practice, organisations and their working environments to predict when a crisis might arise;
- The role of the professional practitioner in crisis management and their place in the crisis management team;
- Researching and producing analysis of a crisis communication-related issue or development;
- Managing media and social media in a crisis.

3. Prepare and critically evaluate crisis response, including:

- Establishing a crisis-ready organisation;
- Testing methods and scenarios for crisis plans;
- Strategic and tactical messaging in a crisis;
- Learning from the crisis, and post-crisis reputation repair.

Assessment: Executive report and summary situation analysis.

Aim: To enable students to demonstrate competence in undertaking an analysis of a case study situation/issue to inform crisis response preparation and strategies.

Topic of inquiry: Candidates will be required to evidence professional judgement in identifying a suitable crisis communication case study as their chosen topic of inquiry. 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 two elements:

1. A 3,000-word (+/- 10%) executive report comprising:

a) A clear and concise statement including:

- a description of the case study situation
- justification of the identified issue(s) as a past or potential threat to the organisation (and/or sector) and its strategy; and
- an explanation of how the issue(s) led, or could lead, to the need for crisis communication;

b) Description of the analytical approach used to collect evidence of the issue and provide insight into its previous, current or potential impact on the organisation and/or sector and stakeholders;

c) Discussion and substantiation of the key findings and outcome of the research and analysis which advise the need for response, or an evaluation of a past crisis communication response;

d) Identification and explanation of crisis communication objectives (derived from the research and analysis) **or** conclusions and recommendations based on the examination of the past issue that led to the need for crisis communication.

2. Supporting 2,000-word (maximum) summary analysis of secondary research findings, including:

- Overview of secondary research undertaken;
- Relevant research methodology;
- Frameworks and models used to inform recommendations;
- Overview of ethical challenges encountered in the process.

Example topics:

- Failure of a new financial accounting IT system
- Hacking of a consumer records database (ransom)
- Potential regulatory action over the organisation's diversity policy
- Imposition of special measures on a school or other regulated public sector body
- Product recall caused by rogue employee sabotage.

Completion of the assignment involves the following activities:

- Reflection – candidates are required to use problem identification concepts and approaches to identify a relevant topic of inquiry. This will be a current or recent issue of concern for a specific organisation and/or sector, and may relate to the candidate's own experience.
- Fact finding – candidates are required to undertake data collection using a range of secondary research methods (literature, archives, published surveys, reports, etc.) to examine the chosen topic of inquiry.
- Insight – candidates are required to use a range of appropriate models, tools and methods to analyse the external and internal environment, the organisational issue and relevant stakeholder groups.
- Communication – candidates are required to review and structure their analysis of a situation in the form of an executive report.

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

KEY DATES*

AUTUMN 2021

START DATE

Fri 24 September 2021

TEACHING SCHEDULE

Webinar dates, all 1pm UK time

Webinar 1: Wed 29 September 2021

Webinar 2: Wed 06 October 2021

Webinar 3: Wed 13 October 2021

Webinar 4: Wed 20 October 2021

Webinar 5: Wed 03 November 2021

Webinar 6: Wed 10 November 2021

Webinar 7: Wed 24 November 2021

Webinar 8: Wed 12 January 2022

Webinar 9: Wed 26 January 2022

Face to face classroom workshop date,
10am UK time

Workshop: Fri 12 November 2021

ASSIGNMENT DEADLINE

All work to be submitted by
7pm UK time

Fri 25 March 2022

SPRING 2022

ONLINE START DATE

Fri 28 February 2022

ASSIGNMENT DEADLINES

All work to be submitted by
7pm UK time

Fri 22 July 2022

*Dates are subject to change