



# UNIVERSITY OF NAIROBI

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## **Get ahead with the CIPR qualification**

University of Nairobi in partnership with Chartered Institute of Public Relations (CIPR UK), is dedicated to raising standards in public Relations in Kenya and globally. CIPR UK is the only professional body in the world that can grant Chartered PR practitioner status.

There is a global community of #CIPRQualified professionals. In the past year alone, more than 130 international students from 32 countries have earned the CIPR qualification, learning from each other and passing on their knowledge and experience.

When you join the CIPR you become part of a global community of 10,000 public relations professionals. Whether you are starting out in your PR career, want to move up a level, or need to grow your knowledge in specialist areas, a CIPR qualification will take you further, faster.

## **REASONS FOR TAKING THE CIPR QUALIFICATION**

1. Secure the job and the salary you want
2. Earn global recognition and respect
3. Transform your work by being strategic and adding value to boardroom conversations
4. Be confident in your capabilities, and grab opportunities to move up the ladder
5. Study flexibly around work and home. Choose weekend classes, online learning, or a blend of both

## **PROFESSIONAL PR CERTIFICATE**

The Professional PR Certificate will give you a detailed introduction to PR and enable you to develop the knowledge and skills to progress in a career in PR.

## **WHAT DO I LEARN AND HOW WILL I BE ASSESSED?**

Learn about PR planning principles, media relations techniques and the impact of social media on PR practice. You will master the art of writing for different channels too – from press releases to blogs and tweets.

The syllabus is made up of three separate units:

- Unit 1 looks at the role of PR in organizations and society and developing PR plans.
- Unit 2 focuses on the creation and management of communication that works, including traditional and digital communication methods.
- Unit 3 considers the ethical aspects of PR and how the success of PR activities can be judged.

To gain the qualification you will need to successfully complete each of the three assessments.

## **HOW LONG DOES IT TAKE?**

The entire programme will involve 48 hours of tuition.

There are 4 assessment sessions per year. Depending on when you enroll on to the qualification you could qualify in as little as 10 months.

Students should expect to set aside a certain amount of time for self-study and this will vary depending on time taken to complete the qualification

# **PROFESSIONAL PR DIPLOMA**

Take a strategic approach to PR and prepare to lead at board level.

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 will 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.

## **WHO IS IT FOR AND WHAT ARE THE ENROLMENT CRITERIA?**

It is right for you if you are an experienced PR professional and are ready to progress towards a senior management position, or if you have previously studied the CIPR Advanced Certificate in Public Relations.

## **HOW LONG DOES IT TAKE?**

There are 4 assessment sessions per year. Depending on when you enroll on to the qualification you could qualify in as little as 10 months.

Students should expect to set aside a certain amount of time for self-study and this will vary depending on time taken to complete the qualification

## ***SPECIALIST QUALIFICATIONS***

These postgraduate qualifications usually take SIX months to complete. Choose a specialist qualification if you want to become an expert in a particular field of public relations.

[Specialist Certificate: Internal Communications](#)

[Specialist Diploma: Internal Communications](#)

[Specialist Diploma: Public Affairs](#)

[Specialist Diploma: Crisis Communications](#)

[Specialist Diploma: Digital Communications](#)

## **SPECIALIST CERTIFICATE (INTERNAL COMMUNICATIONS)**

The CIPR Specialist Certificate (Internal Communication) will give you a detailed introduction to PR and enable you to develop the knowledge and skills to progress in a career in PR. You will be introduced to the key concepts, theories, techniques and skills needed to operate effectively as an internal communicator.

### **SCOPE OF STUDY**

You will consider topics such as:

- The link between internal communication and employee engagement
- How internal communication can help organizations meet strategic objectives
- Researching, creating and curating content that has impact using a range of channels.

This qualification comprises one written assessment: a practical task that involves planning and developing internal communication activity and content.

### **ENROLMENT CRITERIA?**

This course is suitable if you are in the first few years of your internal communication career, are considering a career in internal communication or are working in a related field (e.g. media relations, event management, CSR or public affairs).

## **COURSES DURATION**

The entire teaching duration for this course is 20 hours of tuition.

There are 4 assessment sessions per year. Depending on when you enroll on to the qualification you could qualify in as little as 6 months.

## **SPECIALIST DIPLOMA (INTERNAL COMMUNICATIONS)**

The aim of the CIPR Specialist Diploma (Internal Communications) is to enable the candidates to develop specialist knowledge and expertise in the contexts, concepts and practical tools of internal communication.

## **COURSE DESCRIPTION**

The Specialist Diploma (Internal Communications) covers topics including:

- the organizational context in which internal communication functions
- how internal communication can add value
- evaluating and implementing internal communication plans
- Ethical issues in complex situations. analyzing organizational culture

This qualification involves producing an executive report and analysis of research findings on a topic of your choice that relates to internal communications.

## **ENROLMENT CRITERIA**

This course is aimed at experienced practitioners who wish to develop their strategic internal communication and management skills with the aim of taking on more senior roles.

## **HOW LONG DOES IT TAKE?**

The entire programme takes 20 hours of tuition.

There are 4 assessment sessions per year. Depending on when you enroll on to the qualification you could qualify in as little as 6 months.

As well as the tuition time, you will need to set aside approximately 10 to 12 hours per week for self-study. This might increase as you work towards submitting your assessments.

# SPECIALIST DIPLOMA (PUBLIC AFFAIRS)

The aim of the CIPR Specialist Diploma (Public Affairs) is to enable candidates to develop specialist knowledge and expertise in the contexts, concepts and practical tools of public affairs. This qualification puts this experience into the wider context of the role of public affairs in organisations and society, how public affairs contributes to an organisation's success, and what is expected of an ethical practitioner in the complex political environment.

The [syllabus](#) is taught and assessed at the same level as a postgraduate degree.

## COURSE DESCRIPTION

Candidates will research and develop ethical public affairs strategies and plans which confront and manage political and societal issues, change attitudes and influence behaviours, and thus achieve strategic objectives.

The Specialist Diploma (Public Affairs) covers topics including:

- public affairs in organizations and society
- how public affairs can contribute to an organization's success
- the process of policy formation and the wider corporate communications and reputational context
- ethical issues in complex political environments

The assessment will involve producing an executive report and analysis of research findings on a topic of your choice that relates to public affairs.

## THE ENROLMENT CRITERIA

This course is aimed at experienced practitioners who want to develop their strategic public affairs and management skills with the aim of taking on more senior roles

## HOW LONG DOES IT TAKE?

The entire programme will entail 20 hours of tuition.

There are 4 assessment sessions per year. Depending on when you enroll on to the qualification you could qualify in as little as 6 months.

Students should expect to set aside a certain amount of time for self-study and this will vary depending on time taken to complete the qualification. Individual teaching centres will be able to give further advice if required.

# SPECIALIST DIPLOMA (CRISIS COMMUNICATIONS)

The CIPR Specialist Diploma (Crisis Communications) is designed for both generalist professionals who wish to enhance their knowledge of the discipline and for those looking to follow a career in crisis communication.

The [syllabus](#) is taught and assessed at the same level as a postgraduate degree.

## COURSE DESCRIPTION

The Crisis (Response) Communication Diploma covers topics including:

- analysing the causes and assessing the likelihood of circumstances requiring crisis communication
- contributing to the organisation's risk assessment, crisis preparations
- managing public relations during a crisis
- ethical issues in complex situations.

The assessment will involve producing an executive report and analysis of research findings on a topic of your choice that relates to crisis communication.

## THE ENROLMENT CRITERIA

This course is aimed at experienced public relations practitioners who want to develop their expertise in the area of response and crisis management

## COURSE DURATION

The entire program will entail 20 hours of tuition.

There are 4 assessment sessions per year. Depending on when you enroll on to the qualification you could qualify in as little as 6 months.

Students should expect to set aside a certain amount of time for self-study and this will vary depending on time taken to complete the qualification. Individual teaching centres will be able to give further advice if required.

# SPECIALIST DIPLOMA: DIGITAL COMMUNICATIONS

The CIPR Specialist Diploma (Digital Communications) is designed for both generalist professionals who wish to enhance their knowledge of the discipline and for those looking to follow a career in digital communications.

The [syllabus](#) is taught and assessed at the same level as a postgraduate degree.

## COURSE DESCRIPTION

The Specialist Diploma (Digital Communications) covers topics including:

- Explore the disruptive and transformative impact of digital technologies on society, business, organisations and individuals.
- Understand the concepts and tools employed in strategic public relations planning with specific emphasis on the role of social media and digital communications management.
- Manage digital and social media activities and engagement with stakeholders and online communities, and consider legal and ethical implications.

The assessment will involve producing an executive report and supporting statement of reflection on a topic of your choice that relates to social and digital communication activities.

## THE ENROLMENT CRITERIA

This course is aimed at experienced public relations practitioners who want to develop their expertise in the area of digital communications.

## COURSE DURATION

This course will entail 20 hours of tuition.

There are 4 assessment sessions per year. Depending on when you enroll on to the qualification you could qualify in as little as 6 months.

Students should expect to set aside a certain amount of time for self-study and this will vary depending on time taken to complete the qualification. Individual teaching centres will be able to give further advice if required.

Benefits for CIPR students

- Code of Conduct
- PR register
- CIPR CPD points

- Access to Online resources
- Training discounts
- Business resources
- Member directory

## REQUIREMENTS:

The Professional certificate requires one to be a holder of a Diploma either in Public Relations; Communications or Journalism;

To undertake the Professional Diploma one requires to be a holder of an Undergraduate degree either in Marketing; Public Relations; Communication or Journalism.

For payment details and course schedule contact the office of:

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