



City &
Guilds

**Foundation Course in Public Relations leading to the (Level 3)
Foundation Award in Public Relations
awarded by
the Chartered Institute of Public Relations
and
City & Guilds of London Institute**

Entry requirements:

Those whose first language is not English but who wish to study for the English award must be able to demonstrate proficiency in the language – spoken and written to – International Language Testing System (IELTS) band score of 7.0 or above or equivalent. Those abroad wishing to study for the award in their mother tongue must have proven language skills to the satisfaction of their chosen centre. General education must be to GCSE level (to include at least 5 passes at grade C or above) or equivalent.

Aim of the course: to introduce the profession of public relations and develop key writing skills

Teaching: fifteen hours of lectures and participative workshops during which the background, some basic theories and practical skills will be explained and demonstrated using case studies and current issues. On residential courses guest speakers will outline a specialist area.

Self directed study: fifteen hours of background reading and revision

Learning outcomes:

A. To be able to demonstrate an understanding of and differentiate between the concepts and practices of: public relations, marketing, advertising, publicity, public information, spin and propaganda.

To be able to demonstrate an understanding of and work with key PR terms: publics, reputation, relationships, media relations, newsworthy, dialogue, mutual understanding, social responsibility, evaluation and communication

B. To be able to demonstrate an understanding of and know how to work under the CIPR code of ethics

C. To be able to demonstrate an understanding of when and how to write and place a news release

Assessment: A three hour examination involving a report, a news release exercise and an essay covering all three units of the award.

Syllabus in more detail:

Unit 1. Distinguishing PR Activities.

To enable students to define the field and scope of public relations and its relationship with marketing, advertising, publicity, propaganda etc. Students will also be able to demonstrate an understanding of the way that public relations is placed within organisations (in terms of its relative position to the dominant coalition, budget share etc.) Broad introductions will be given to the specialist areas of financial/investor public relations, lobbying, marketing PR (FMCGs) sponsorship, working in-house or in a consultancy and corporate social responsibility. Also concepts such as relationship building, reputation management and working with publics will be illustrated.

Unit 2. Writing PR Releases for News Media.

To make clear the basis of working in partnership with the news media – meeting their needs; writing for them; knowing what is news and why it needs currency and

human interest; beginning to understand what makes a good picture for print, the right sound for radio and when something might be of interest to television.

Unit 3. Ethics and the PR Professional.

To establish the role of the professional practitioner, choices will be debated for those working under the CIPR code of practice, to illustrate what it means to use an ethical approach and to a commitment to continuous professional development.