

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 and this applies only for the specialised diploma.

There are 4 assessment sessions per year. Depending on when you enrol 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



Ann Gichuhi, MCIPR
CIPR Course Lead & Tutor, UoN

#getaheadwithciprqualification



“Acquiring a CIPR qualification is a dream for any public relations practitioner, as it equips one with knowledge and skills to strategically plan and execute effective PR programmes. PRSK is excited and supportive of this effort to professionalise the industry.”

Dr. Wilfred Marube, CIPR Tutor
President Public Relations Society of Kenya | Communication specialist

“PR is extremely pivotal to the success of any organization. It must be handled by well-grounded professionals, trained by seasoned practitioners. Join the UoN-CIPR centre, the perfect place to get your CIPR certification.”

Ruth Musembi, FPRSK
CIPR Tutor



For payment details and course schedule contact the office

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CIPR

CHARTERED INSTITUTE
OF PUBLIC RELATIONS

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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 entail 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 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

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 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



“The qualification equips one with professional skills for corporate communications, public relations and brand management.”

John A.O Orindi MCIPR
Director Corporate Affairs, UoN
CIPR Tutor