



## **CIPR 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 entire for 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.