



**EUROPEAN INSTITUTE
OF PUBLIC RELATIONS**
PART OF THE EUROPEAN INSTITUTE OF COMMUNICATIONS

Post Graduate Diploma in Internal Communications



**Global Alliance
Accredited**

Global Alliance for Public Relations and Communication Management

Welcome

I'm delighted to take this opportunity to welcome and thank you for your interest in our Institute.

We have a very simple ethos that has resonated since our inception — our belief that when you enrol on a course you are not just a student but, more importantly, a customer.

This ethos substantiates the core rules of engagement in building a long lasting relationship between you, me, our lecturers, your organisation and indeed our professions. Our reputation has been built on creating brand ambassadors for the European Institute of Communications and its academic faculties of Public Relations, Social Media and Digital Marketing.

Your course programme has been designed to ensure that we encapsulate all that is current and relevant so that you can achieve your goals and objectives, no matter what they be. I and my team look at your journey as a partnership. That partnership starts right now and I welcome the opportunity to speak and or meet with you to ensure that your decision is the right decision for you.

Please feel free to contact me directly on +35387 0655791 or by email eugenegrey@europeaninstitute.ie.



Kind regards



Eugene A. Grey FEIPR FPRII FEIC
Director of Education



About the Europe Institute of Public Relations

The European Institute of Public Relations is a specialist academic Institute facilitating course programmes for the professional public relations and communications industries.

Part of the larger European Institute of Communications, which has in excess of 6000 members and is based in Leuven (Belgium) and Dublin (Ireland). Our professional academic importance and status is recognised by its acceptance of membership by the **Global Alliance PR** (Global Alliance for Public Relations and Communications Management).

All the lecturers within the Institute are highly regarded practising professionals with extensive academic experience ensuring that all candidates expand their knowledge base across the current spectrum of public relations at a national & European level.



This is to certify that the programme

Post Graduate Diploma in Internal Communications

conducted by

European Institute of Public Relations

has met the standards and criteria for educational quality established by Global Alliance for Public Relations and Communications Management and is hereby presents this

Certificate of Accreditation

by the Academic Council of the Global Alliance for Public Relations and Communications Management.

Date of Accreditation: 01 January 2021

Valid through 31 December 2023



Justin Green
President, Global Alliance for Public Relations and
Communication Management



Dr. Ampel Sánchez
Chair, Academic Council, Global Alliance for Public
Relations and Communication Management

Global Alliance for Public Relations and Communication Management is an international not for profit organization that brings together associations, educational and training institutions and knowledge centres focused on public relations and communications. It unifies the profession worldwide and raises professional standards.

Post Graduate Diploma in Internal Communications

The Post Graduate Diploma in Internal Communications programme aims to equip candidates with the skills to effectively engage internal employees or members within their targeted stakeholder group(s). It will provide the theoretical knowledge and professional skills so that candidates can practice effective communication within the professional PR and communications environment. Whether as an in-house practitioner or as a volunteer, the programme will enhance and culminate the professional and or academic skillsets of candidates to maximise their strategic creative and planning attributes in the world of communication.

Who Should Undertake this Programme

The programme has been designed for a range of candidates:

- Those candidates who wish to acquire the applicable skills to manage the internal communications within their organisation and/or those working for charitable or NGO environments who manage the voluntary membership of the organisation.
- Those working in PR and Communications that want a professional academic qualification which substantiates and recognises their professional status and experience
- Recently qualified graduates who wish to specialise in internal communications whether in-house or in a consultancy

Course Delivery

The Post Graduate Diploma in Internal Communications programme is taught online through blended learning techniques.

Course Accreditation & Recognition

The Post Graduate Diploma in Internal Communications programme is a professional industry programme and is accredited by the European Institute of Communications. The European Institute of Communications are Institutional members of the **Global Alliance PR** (Global Alliance for Public Relations and Communications Management) and the course and qualification is internationally recognised and accredited by the Global Alliance in 126 countries. Upon successful conclusion candidates will be conferred with their **Post Graduate Diploma in Internal Communications** and can apply to become full professional members of the European Institute of Communications and therefore entitled to use the letter MEIPR.

The Post Graduate Diploma in Internal Communications

Course Objectives

This course will provide a detailed insight into the practice of internal communications and membership engagement at a professional level. Candidates will learn the core elements of engagement by understanding the factors of business management. Having understood the management structures and concerns, candidates can then interpret the organisation's communication needs and requirements to design, implement, manage and evaluate an effective communications strategy. The course will provide candidates with a thorough knowledge and understanding of professional communications from an in-house perspective as follows:

- The strategic function of communications in engaging internal employees and members to develop and enhance corporate reputation, image and delivery of the organisation's communication objectives aligned to the business plan
- To have an overall comprehension of the tools and techniques of communication to engage and empower stakeholders
- To understand how the PR tools of engagement can be used from both an online and offline perspective

Course Learning Outcomes

On successful completion candidates will have the ability to:

- Show awareness of the importance of both research and evaluation in engaging employees and members both in terms of academic theory and in practice
- Evaluate the organisations needs in order to design, implement and manage an effective internal programmes for projects, campaigns and overall organisational communication strategies
- Understand the importance of written and oral communication to improve their delivery of succinct messaging
- Develop their skills to become story tellers to engage stakeholders and empower teams within which they work and are part of
- Understand the importance of research and planning in public relations and develop the ability to think strategically
- Be familiar with the theoretical elements of the creative process to demonstrate how that theory can be applied practically

The Post Graduate Diploma in Internal Communications

Modules & Course Content

Organisational culture & the role of Internal Communications

Develop an insight into how an organisation's culture, values and mission statements shape the role of internal communications within an organisation. Learn how internal communications can be used to educate, inform and engage staff. Understand where internal communications best sits within an organisation.

Internal Communications tools & techniques

Learn how to develop a strategic internal communications or membership services campaign. Using event management skills as a technique of engagement. Empowering staff and volunteers to become story tellers. Understanding the techniques of social media and digital marketing to engage the target public. Recognising the challenges and barriers for effective internal communications. Managing employees and teams over a range of geographical regions.

Change Management and Crisis Communications

Understanding the role of internal communications in a change management environment. Developing and managing a crisis communications strategy.

PR Writing

This module will include business writing skills. Content will include structure, grammar, and spelling; writing for digital and social media; emails, letters, presentations, reports, leaflets, brochures, newsletters, e-zines, speeches etc.

Employee and volunteer engagement

Understanding how CSR, hospitality and sponsorship can be used as an effective means to engage target publics. Utilising internal communications to engage and develop relationships with members. Understanding the role of external factors on internal communications e.g. political, economic factors etc.

Auditing, devising, implementing, managing and evaluating an Internal Communications Strategy

The entire focus of the course programme is the strategic role that internal communications plays within an organisation. Candidates will learn how to audit the internal communications tools and learn how to develop a strategy aligned to the organisation's objectives.



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