



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

Post Graduate Diploma in European Public Affairs & European Studies



**Global Alliance
Accredited**

Global Alliance for Public Relations and Communication Management





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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.



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 4500 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) and by **EUPRERA** (European Public Relations Education and Research Association).

Our reputation and historical influence is in shaping the professional and academic RR & Communications industry which spans 3 decades. For those in Ireland we had been an academic facilitator of the Public Relations Institute of Ireland (**PRII**) national Diploma in Public Relations (DipPR) from 2003 and finished with the top students consecutively for 9 years and consistently returned the highest national results. This is in addition to currently facilitating course throughout Europe, Asia, Australasia, Africa and North & South America. 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 at a national, European and Global level.



European Public Affairs and European Studies

The Post Graduate Diploma in European Public Affairs and European Studies programme aims to equip candidates with the skills to effectively engage their political stakeholders both at a European and national level. This programme provides the theoretical knowledge and professional skills so that candidates can effectively endeavour to influence the decision making process. Whether as an in-house practitioner or a consultant, the programme will enhance and culminate the professional and academic skillsets of candidates to maximise their strategic creative and planning attributes in the world of public affairs.

Who Should Undertake this Programme

The course has been designed for candidates who:

- Wish to acquire the applicable skills to manage and implement effective public affairs campaigns on behalf of their organisation and/or those working within the NGO environments who manage advocacy on behalf of their organisation.
- Work in PR and Communications that want a professional academic qualification which substantiates and recognises their professional status and experience
- Recently qualified as graduates and want to specialise in Public Affairs and Communications whether in-house or in a consultancy
- Are private sector employees that have, or would like to develop, an engagement with the European Union but are keen to develop a better understanding of the political structure, decision making process and policies of the EU.
- Work in the public sector that need to understand how the EU functions, opportunities for funding and networking with EU partners

Course Accreditation & Recognition

The European Public Affairs and European Studies programme is a professional industry programme and accredited by both the European Institute of Communications and the Global Alliance.

Course Objectives

The objectives of the course in European Public Affairs and European Studies are to provide the students with an understanding of the European Union and how to engage with the decision making process and influence it.

Students will learn about why the European Union exists and why it has such an impact on decisions being taken by national politicians, why it influences business investments and developments, and why the this sector engages with it to promote its social policies.

The course will also look at current topics facing the European Union. At the end of the sessions students will have a professional understanding of how the European Union works and how as a public affairs practitioner to apply the tools and techniques to influence its outcomes.

Course Learning Outcomes

On successful completion candidates will have the ability to:

- Be able to explain the political and historical aspects that brought the European Union into being
- Navigate the world of European politics, the various European Union Institutions and the EU legislative process
- Understand the key EU policies of European Integration and the impact they have on Member States, Corporates and the NGO Sector
- Be confident in understanding the law making process in the European Union and how to influence it
- Be able to research and design a public affairs and lobbying campaign aimed at decision makers in the European Union
- Be familiar with the regulation of lobbying in the European Union and in Ireland and comply with the legal requirements to engage with politicians and public officials

Modules & Course Content

- **Europe – its Culture and History**
 - An overview of Europe its history, geography and culture. The development of the European Economic Community through to the European Union. The theory of European Integration and progress since the end of World War II.
- **European Politics**
 - The political structure of the European Union. The creation of EU treaties, their main provisions and Ireland’s experience with them. The decision making process and enacting EU legislation. Understanding the workings and roles of the European Commission, the European Court of Justice, the European Parliament, the European Council and the role of other smaller EU Institutions.
- **EU policies**
 - Understanding key EU policies such as the Single Market, Regional Policy, Common Agricultural Policy, Monetary Union, Justice, and External Relations.
- **Public Affairs**
 - Understanding Lobbying and Public Affairs in the EU. Exploring the tools and techniques for engaging with the EU Institutions. Preparing a campaign strategy.
- **Regulation of Lobbying**
 - Transparency and Ethics of Lobbying in the European Union. Lobbying in an Irish context and the provisions of the Lobbying Act 2015.

Entry Requirements, Course Structure & Fees

Candidates must be at least 20 years of age and preferably have a professional background, experience or specific interest in the broader professional communications arena of engaging stakeholders. Alternatively, have a minimum of a third level qualification or higher. The course will be assessed by end of course assignments. Course fees including assessment fee amount to €1395.00. Student membership of the European Institute of Communications is automatically included in the course fees. Upon successful conclusion candidates will be conferred with their Post Graduate Diploma in European Public Affairs and European Studies. In addition, full professional members of the European Institute of Communications will be conferred and therefore entitled to use the letters MEIC.

Terms and Conditions

- Upon registration and payment of fees each candidate becomes a student member of the Institute and is bound by the rules and conditions as laid out by the European Institute of Communications
- Payment of fees must be made as per the terms of registration. Non payment of fees will result in exclusion from the programme and forfeiture of any payments made whether in part or whole thereof.
- Each candidate acknowledges that there must be a 70% attendance of lectures in order to be eligible to undertake and submit their assignments. Attendance is the sole responsibility of each candidate
- All prescribed assignments and submissions, as prescribed by the Academic Council of the European Institute of Communications, must be attempted and submitted in the format and by the due time and date as required and notified to each candidate. Penalties may be incurred for late submission of part or all of specified assignments or by refusal of the Academic Institute of Communications to accept a late submission. Ruling by the Academic Council of the European Institute of Communications is final
- Each candidate must successfully complete each assignment as set out for each module to successfully pass and be awarded with their qualification.
- Results will be notified to each candidate in a format as specified by the Academic Council within a time period as will be notified to the candidate. The Awarding of the Certificate of Completion will be passed over to the successful candidate at a prescribed date. The Institute operates on an annual Graduation basis for the awarding of certificates. Duplicate results and certificates will be issued subject to an administration fee of €45.
- Each candidate, student and graduate who successfully completes the programme is bound to adhere to the Code of Ethics of the European institute of Communications and hereby agrees not to bring the Institute, its staff, lecturers and its ethos into disrepute or by impugning its reputation.
- Verification of results to third parties will require the candidates approval under GDPR. Any such requests will incur an administration fee of €45 for graduates who have successfully completed their course from 0 to 5 years and €75 thereafter.



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