



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

Post Graduate Diploma in Public Relations & Communications Studies



**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.

Kind regards



Eugene A. Grey FEIPR FPRII FEIC
President & 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 being and shaping the professional and academic RR & Communications industry spans 3 decades. For those in Ireland we were an academic facilitator of the Public Relations Institute of Ireland (**PRII**) national Diploma in Public Relations (DipPR) from 2003 until 2017 and finished with the top students consecutively for 9 years and consistently returned the highest national results. This is in addition to facilitating courses throughout Europe, Asia, Australasia, Africa and North and 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 of public relations at a national, European and global level.



PUBLIC RELATIONS AND COMMUNICATION STUDIES

The Post Graduate & Diploma courses in Public Relations and Communication Studies are the most comprehensive professional programmes on offer and accredited and recognised internationally by the Global Alliance.

It incorporates the applicable PR and Communication skills required to work in PR and two other important areas, Social Media & Digital Marketing and European Studies & Public Affairs.

Who is this course for

The programme has been designed for a range of candidates:

1. Those working in PR and Communications that want a professional academic qualification which substantiates and recognises their professional status and experience
2. Those candidates who are looking for a career change and or to expand and increase their professional skillsets
3. Recently qualified graduates who wish to specialise in Public Relations and work in-house or in a consultancy

Course Structure

The Public Relations and Communication Studies programme is available through live and streamed online blended lectures. ***You will never miss a lecture as recordings are available.***

Course Accreditation & Recognition

The Public Relations and Communication Studies programme is a professional industry programme and is accredited by the European Institute of Communications and with the additional benefit of international recognition and accreditation through the Global Alliance. The European Institute of Communications is a professional industry body and members of the **Global Alliance PR** (Global Alliance for Public Relations and Communications Management) and **EUPRERA** (European Public Relations Education and Research Association).

PUBLIC RELATIONS AND COMMUNICATION STUDIES

Course Objectives

To deliver a comprehensive programme of blended academic theory and practical professional skillsets so that candidates can effectively engage their target publics to satisfy the business requirements of the organisation. This will in turn allow candidates:

1. To have a comprehensive base of professional skills in order to practice public relations and communication engagement
2. To provide a structured programme to formulate detailed understanding of the methods for stakeholder engagement
3. Formulate responsibility to uphold the practice of PR & Communication to industry standards and requirements
4. Have a concise understanding as to the obligations, regulatory and ethical, in the practice of PR & Communications activities

Course Outcomes.

Upon completion, candidates will:

1. Have a solid comprehension of the important PR & Communication methods of practice to build reputation, enhance relationships and develop brand loyalty
2. Understand the ethical principles of PR & Communication, other regulatory and ethical influences sectors that interact in the practice of PR & Communication
3. Have a comprehensive understanding of the role of PR and Communication within the macro and micro environments of global business
4. Comprehend that PR and Communication supports the business plan and as a result be able to create, implement, manage and evaluate strategic communication efforts to support the business planning process
5. Be able to develop a strategic PR & Communications plan based on the needs of the organisation
6. Be able to undertake and understand the role of research and its importance in engaging relationships with identified stakeholders to deliver core objectives
7. Have learnt and identified the appropriate PR & Communication tools and techniques for strategic engagement and possess a concise knowledge of evaluation methods to assess the outcomes of their efforts

There are 7 modules: PR Theory; PR and Communication Strategic Planning; PR Specialisms; Media and Media Relations; Media and Communications Writing; EU Environment; Marketing Communications.

Candidates who successfully complete the course programme will have the opportunity to continue their studies by choosing elective modules to also graduate with a Post Graduate Diploma in European Public Affairs & European Studies and a Post Graduate Diploma in Internal Communications.

PR Theory

Aims

This module is the core module of the programme and will provide a detailed insight into the practice of public relations at a professional level. Candidates will learn the core elements of PR & Communications by understanding the factors of business management.

Learning Outcomes

On successful completion of this module, students should:

- Understand the importance of PR and communications theory and how it interacts with business and organisational strategic
- Be familiar with the theoretical elements of the creative process to demonstrate how that theory has been applied practically
- Demonstrate an understanding of the theory, guidelines and professional applications which relate to specialist areas within public relations

Content

Mass Communication and PR theory explained

- An introduction to the core theories on mass communication
- Definitions of PR, its relationship with other functions including advertising, marketing, etc.
- Professional and industry bodies and the principal ethical codes that apply to PR & Communications

PR as a management function

- Recognising key management areas that impact on the effective PR & Communication process of an organisation to both micro and macro audiences: Culture, Change Management, Ethics & Governance and the Decision Making Process etc.

Assessment

This module will be examined by way of assignments.

Required Reading

Tench, R., and Yeomans, L., Exploring Public Relations (London: Pearson)

PR and Communication Strategic Planning

Aims

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. Moreover, candidates will also enhance their personal communication skills by learning how to pitch their creative strategic thinking to their target publics.

Learning Outcomes

On successful completion of this module, students should:

- Understand the importance of strategy 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 has been applied practically
- Be capable of designing, implementing and evaluating a campaign
- Show an awareness of the importance of both research and evaluation in public relations both in terms of academic theory and in practice
- Develop their oral communication skills, particularly in relation to presenting a pitch of the proposal

Content

The public relations planning process

- Six point planning model: Situation analysis, target publics, communication objectives, tools and techniques, budgeting and evaluation. With emphasis on: situation analysis, research, measurement of attitudes and public opinion, stakeholders analysis, macro and micro environmental analysis - (PESTLE & SWOT), objectives, publics, campaign implementation, tools and techniques, budgets, timetables, and evaluation
- Planning, implementing and managing a PR campaign including the various tools of engagement etc.

Presentation skills

- Structuring and delivering a PR & Communications pitch to clients and or in-house personnel. Constructing a pitch presentation which incorporates and includes impact, messaging and call to action.
- Maximising vocabulary, body language and tone etc.

Assessment

This module will be examined by way of assignments.

Required Reading

- Ann Gregory, Planning and Managing Public Relations Campaigns. London: Kogan Page, 2000
- Tench, R., and Yeomans, L., Exploring Public Relations (London: Pearson)

PR Specialisms

Aims

It allows students to explore the theory and practice of PR in the context of specialised areas of activity. It includes content related to: Crisis management; sponsorship; event management; internal PR; community relations; corporate social responsibility (CSR); public consultation; PR for non-profit organisations; consumer PR; corporate and financial PR; working with external organisations; political lobbying; and looking at the growing number of sectors across the PR profession.

Learning Outcomes

On successful completion of this module, students should demonstrate an understanding of the theoretical and practical approach to:

- Crisis and Issue Management
- Event Management
- Sponsorship
- Internal Communications
- Corporate Social Responsibility (CSR) & Community Relations
- Public Consultation
- PR for non-profit organisations
- Corporate and Financial PR
- Consumer PR
- Public Affairs, Advocacy & managing relationships with external organisations
- Online Public Relations

Content

Crisis and Issue Management

- Issue management – definition and theory of risk issues management. Preparing, managing and evaluating an issues management strategy
- Definition of and preparing for a crisis
- The crisis management plan and crisis management team
- Reputation management – understanding and managing the corporate reputation in relation to issues and crisis management

Corporate Social Responsibility (CSR) & Community Relations

- Purposes of CSR & Community Relations
- Ethics and Ethical Business Practice
- Tools and techniques

Public Consultation

- Understanding what Public Consultation and why it happens
- Types of consultation
- Best practice in undertaking public consultation

PR Specialisms Cont'd

Event Management

- Event management versus event management PR
- Managing PR for local and major Irish and international events
- Advance pre, during and post event media coverage, working with the relevant authorities, detailed planning from start to finish, on site media, crisis event planning, media announcements, tools and techniques, outsourcing specialist services, sponsorship opportunities, and evaluating impact of the event

Sponsorship

- Definitions and historical development of the sponsorship market and sponsorship vehicles
- PR / business objectives of sponsorship and evaluating sponsorships
- Importance of target publics and sponsorship reach and fit
- Financial and contra sponsorships
- The sponsorship proposal and how sponsorship fits in with wider PR campaigns

Internal Communications

- The rationale for effective internal communications and its value to the team/organisation, importance of management commitment, formal plan and clear link between employee roles and business goals
- Linking internal PR to business goals
- Mechanisms for effective internal communications

PR for non-profit organisations

- Understanding the nature, goals and use of PR in the not-for-profit sector
- Applying PR techniques to fund-raising and public awareness on specific issues

Corporate and Financial PR

- Defining corporate and financial PR
- Legal requirements and regulation
- Investor relations and business-to-business PR strategies. Annual reports, AGMs and financial literature
- Corporate image, corporate identity, corporate reputation

Consumer PR

- The various stages of a consumer relationship – advertising, promotional programmes, personal relationships, influencing the influencers, communicating benefits, social responsibility, handling products in trouble (e.g. food and safety scares)
- Growth of healthcare and link with consumer importance of branding

PR Specialisms Cont'd

Public Affairs, Advocacy and managing relationships with organisations

- Integrating lobbying and media campaigns
- Political lobbying – how to influence public policy
- Planning and managing lobbying campaigns
- Managing relationships with activist groups. Coalition building and third-party endorsements. Working with trade associations, unions, charities etc.

Online Public Relations

- Understanding the dynamics of online and social media
- The use of online communications in the market place
- How social and online media impacts on strategy
- Planning, developing, managing and evaluating an online communications strategy
- Managing an organisation's online presence

Assessment

This module will be assessed by a series of written assignments.

Required reading

- Ralph Tench, Liz Yeomans (3rd Edition) Exploring Public Relations
- David Meerman Scott (5th Edition) The New Rules of Marketing & PR

Media and Media Relations

Aims

Candidates will learn the structure and nature of the media, with reference to both the Irish and the international media landscape across offline and online platforms. The module will provide an insight into the tools of engagement and candidates will learn how to create effective and meaningful relationships with media across the spectrum of the operating landscape. Regulatory, governance and ethical practice will provide candidates with knowledge of the key areas governing their practice of media engagement

Learning outcomes:

On successful completion of this module, students should:

- Demonstrate knowledge of both the key elements and nature of the mass media
- Understand the global trends and developments that influence the mass media
- Understand how to build effective relationships with the media
- Engage online influencers, comprehend the impact of citizen journalism and the reality of Fake News in a growing populist society
- Understand the regulatory and ethical environment in which all parties operate

Content

The traditional mass media

- The elements of the mass media in Ireland and globally - TV, national and local radio, national and local newspapers, consumer and specialist magazines and trade publications
- The roles and functions of different people within the media and the internal organisation of media outlets
- Ownership of media in Ireland and Europe
- The changing nature of the media and the challenges it faces

Online/social media

- Awareness of the various new forms of online & social media
- The impact of social media on business, politics and society in general
- The growing importance of the Blog and online communities
- How PR professionals should engage with online media. The dynamic between 'old' and 'new' media forms (e.g. competition and convergence)

The Legal Environment & Ethics

- The key relevant professional bodies including NUJ, Broadcasting Authority of Ireland, Press Council & Press Ombudsman
- Principle ethical codes governing the practice of Public Relations and media professionals both in Ireland and in the EU
- Copyright, Defamation, Regulation of Lobbying Act, Freedom of Information Act, Data Protection, Privacy, Digital and Social media usage / posting policies and Media Regulation

Media and Media Relations Cont'd

The relationship between public relations and the media

- Publicity versus public relations
- How to build effective media relations
- What the mass media needs from public relations
- Pitching stories / Preparing and handling interviews, including print, radio and television interviews / Media Events

Undertaking media relations

- Supplying material to the media
- Balancing serving the needs of clients with those of the media
- Creating angles for the media
- Segmenting audiences
- Media lists
- The role of photography
- Crisis media relations

Evaluating media relations

- The tools and techniques used to evaluate the effectiveness of media relations. Barcelona Principles

Assessment

Assignment based

Required Reading

- Bland, M, Theaker, A and Wragg, D - Effective Media Relations, London: Kogan Page (2005)
- David Merman Scott (5th Edition) The New Rules of Marketing & PR

Media and Communications Writing

Aims

This module aims to introduce students to the structure and nature of media and business writing skills. It will define media and provide structure for media and business written communication.

Learning outcomes:

On successful completion of this module, students should:

- Be able to write effective Press Releases, Media Statements, Press Briefings, Press Invites, Photo Call Notifications,
- Prepare documentation for Press Packs, Press Invites etc.
- Be able to write effective Formal Business letters, Emails, Blog Posts, Reports, Presentations, Pitches, Leaflets, e-Zines, Content for Brochures etc.
- Be capable of writing clearly and concisely.

Content

- Back to basics: structure, grammar, and spelling
- Inserting and attributing quotes; and adapting writing to style preferences of varying media and their target audiences and contexts e.g. proactive media release vs reactive media statements.
- Creating news angles
- Media Release and Media Statement writing
- Writing Photo call notices
- Structure of media materials, heading, styles, quotes, contact details, notes to editor
- Writing for digital and social media
- Formal / business letters / emails, audio-visual presentations, reports, leaflets, brochures, newsletters/e-zines, speeches etc.

Assessment

Assignment based

Required reading

- Treadwell, D. and Treadwell, J. Public Relations Writing; Principles in Practice. London: Sage (2005)

EU Environment

Aims

This module allows students to develop both a theoretical and practical approach to Irish and European structures.

Learning Outcomes

On successful completion of this module, candidates should demonstrate an understanding of:

- The foundations of the government and the law in Ireland and the EU
- The political and civil service structures at local, national and EU level
- The policy making and legislative process in Ireland and the European Union
- The preparation of an effective public affairs campaign
- The communication techniques for engaging with decision makers

Content

European Union

- Culture, History and European Integration
- History of the founding of the European Union
- Political Structure of the EU
- EU Treaties and law making in the EU
- The European Institutions
- Current issues facing the EU

Public Affairs

- Overview of lobbying and public affairs
- Transparency, regulation and ethics in public affairs
- Legislative monitoring, networking and lobbying
- Tools and techniques for communicating with decision-makers

Assessment

Assignment based.

Required Reading to be announced during lectures

Marketing Communications

Aims

This module gives students the opportunity to understand the definition of marketing and also the fundamentals of marketing theory and its implementation. It includes content related to: the relationship between public relations and marketing, key marketing principles, marketing management and marketing communications

Learning Outcomes

On successful completion of this module, students should:

- Understand the wider professional environment within which public relations operates;
- Critically evaluate the relationship between PR and marketing management;
- Understand the meaning of marketing and the breath of its implementation;
- Demonstrate knowledge of the nature and role of marketing as a key form of organisations' external communication;
- Critically appreciate the theoretical and practical elements of marketing communications;
Have an appreciation of the role of client service and the management of both in-house and client communications.

Content

The Professional Environment

- How public relations fits into an organisation's wider communications strategies.
- The relationship between PR and marketing management.
- Client Service Management – service system, client liaison, client relationship management

Marketing

- The concept of marketing and the marketing process, understanding customer needs, developing marketing strategies and building customer relationships, understanding the marketing environment, marketing ethics and social responsibility
- Consumer behaviour, characteristics affecting consumer behaviour, buyer decision process
- Market segmentation, targeting and positioning
- Pricing strategies
- Distribution strategies, managing marketing channels
- Marketing services, nature and characteristics of a service, marketing strategies for services
- Branding strategies, building strong brands
- Market research and information
- The role of strategic planning, strategy implementation, performance measurement and managerial control

Marketing Communications Cont'd

Marketing Communications

- Understanding Marketing Communications, communications theory
- Marketing Communications tools
- The marketing communications industry, agency structures and remuneration
- Ethics in marketing communications
- The concept of Integrated Marketing Communications, strategies, tactics and planning
- Message, content and creative strategy
- Media and Media Management
- Evaluation and measurement of marketing communication strategies.

Assessment

Assignment based.

Reading

Required Reading:

- Baines, Fill and Page (2011). Marketing. Second Edition. Oxford University Press.
- Fill, Chris, (2009). Marketing Communications – Interactivity, Communities and Content. Fifth Edition. Pearson Education England.

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
- Each candidate acknowledges that there must be a 70% attendance at 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
- As enrolment is conducted online candidates can withdraw their application and seek a refund of fees within a 14 day period of their application acceptance
- 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 €35
- Each candidate, student and graduate who successfully completes the programme is bound to adhere to the Codes 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 3 years and €75 thereafter.



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This is to certify that the programme
Post Graduate Diploma in Public Relations & Communication Studies
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 2022

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

Dr. Amabel 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.



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European Institute of Public Relations

23 Herbert Street, Dublin 2. Ireland

Tel: +353 1 490 6896

Mob: +353 (0)87 0655 791

European Institute of Communications

Janseniusstraat 1

3000 Leuven, Belgium

Tel: +321 679 6505

Mob: +353 87 0655 791

www.europeaninstitute.ie

admin@europeaninstitute.ie



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