

Public Relations and Communication Association (PRCA) Diploma in Change Management and Communication



 **POST-GRADUATE**

 **MAXIMUM TIME TO COMPLETE: ONE YEAR**

 **ONLINE**



WHY GET A QUALIFICATION: THE BUSINESS CASE

A professional qualification can boost your career and your confidence.

If you are wondering about doing a qualification, the business case is clear:

- You will become a more strategic practitioner.
- You will grow as an individual and become more confident.
- Your organisation or clients will benefit from more effective practice.

For employers it means someone on the team who is:

- Skilled and knowledgeable;
- Confident to make decisions;
- Equipped to operate strategically;
- A motivated member of the team;
- Able to bring fresh insights and the latest thinking.

In addition, your assignment is focused on real work situations so is of practical value in the workplace.

Studying for a qualification gives you deep level learning which you don't get with training. You will be learning over a period of time and that enables you to get to grips with new concepts and models and learn how to apply them in your own situation.

A qualification helps to future-proof your career. Technical skills are important but practitioners are increasingly dealing with complex or unusual scenarios and for that you need to be thinking and acting more strategically.

STUDY SUPPORT PACKAGE

- The PR Academy Study Hub with easy-to-follow lessons, video, guided reading from our library (we don't just put you on Teams!)
- A specially curated online library with a range of books on communication topics, new books are added regularly.
- Plenty of tutor support. There is always someone available to help you.
- An easy messaging system if you want to contact your course leader or the course support team.
- Assignment proposal for individual feedback to make sure you are on track for success.

 **THE COURSE IS REALLY FLEXIBLE; ENROL AT A TIME THAT'S RIGHT FOR YOU.**

THIS COURSE IS RIGHT FOR YOU IF:

- You are an internal communicator who is asked to support change.
- You are a change manager looking to understand the change management models that you need.
- You are either an experienced communicator or change manager, or new to the field.



I wanted to enhance my skills and qualifications in order to consolidate my change management experience and re-establish myself in the comms market.

The PRCA diploma has so far helped me achieve both of these goals, and has provided practical examples and solid theories which I've been able to apply in real time in my new role. I'd definitely recommend the course to internal and change communications professionals.

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SEB HEARMON



- Knowledgeable tutors who combine top academic credentials and senior practitioner experience. We think we have the best tutors in the business!

HOW YOU WILL LEARN

Unlike many online courses, we provide a high level of tutor support so there is also an experienced tutor on hand to advise you.

The PR Academy Study Hub has been designed specially for our PR and communication courses. Learning is via on demand video, podcasts, quizzes and guided reading from our online library.

You can complete the course at your own pace. You have one year to complete the course but you can do it much more quickly than that of course. We think about six months is about right to work through the lessons and reflect on what you learn. If studying over six months, then allow about 2-3 hours a week for your studies – more when you are doing your assignment.

WHAT YOU WILL LEARN

The PRCA Diploma in Change Management and Communication positions internal communication as a critical success component for major change programmes. It includes a thorough exploration of business change frameworks, impact and the project management models used so that internal communication managers can understand the approaches that are most often adopted inside large organisations. This includes systematic approaches to dealing with the transformation of an organisation's goals, processes or technologies and associated changed projects such as restructures, relocations, new work processes and IT system updates or replacements.

The course considers practical challenges and conceptual underpinnings relating to change management in agile and complex organisational settings. It focuses on the best ways to lead people through change, including approaches to communication in various stages of business change management programmes. This incorporates stakeholder identification and management, storytelling, channel management, coaching senior managers, communication planning and outcome measurement.

The PRCA is the world's largest PR professional body, representing more than 30,000 practitioners. It promotes all aspects of public relations and communications work, helping teams and individuals maximise the value they deliver to clients and organisations. The Association exists to raise standards in PR and communications, providing members with industry data, facilitating the sharing of communications best practice, and creating networking opportunities.

GET IN TOUCH AND KEEP IN TOUCH


If you have a question or need some help:

Call: 00 44 (0) 203 862 6910

Email: courses@pracademy.co.uk

Let's stay in touch on social media:

 [@pracademy](https://twitter.com/pracademy)

 [@PRAcademyLtd](https://www.facebook.com/PRAcademyLtd)

Want to know more or get signed up?

FIND OUT MORE AND ENROL VIA THE PRCA

Call Shelley on: +44 (0)20 3862 6910

Email: courses@pracademy.co.uk



APPENDIX: FULL SYLLABUS

Learning outcomes

Successful candidates will be able to demonstrate:

Knowledge, understanding, critical analysis and application of key concepts in business change management:

- Waterfall and agile approaches to project management;
- The potential impact of successful business change management;
- Business change leadership and leadership styles;
- Stakeholder identification and prioritisation;
- Stakeholder engagement;
- Issues identification and risk management.

Knowledge, understanding, critical analysis and application of key concepts in communication and engagement:

- Communicating and leading people through change;
- Listening, authenticity and dialogue;
- Traditional and agile approaches to communication planning and objective setting;
- Creating the narrative for business change;
- Transition models and the psychology of change communication and engagement;
- Measurement and evaluation of communication outputs and outcomes.

Ability to select and use relevant secondary sources including those of academia, government, business/communication and their own organisation, while recognising the limits of knowledge:

- Critical thinking and reflection; assignment preparation: sources and referencing.

Ability to reflect on own professional role and use that insight to influence change:

- Introduction to reflective practice; critical thinking; reflective practice statement.

Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences:

- Assignment preparation: writing and formatting.

The modules

Module 1

This module provides an overview of the change management field, including project management. It explores commonly used terms, models and approaches. This module also introduces critical thinking to help you make reasoned judgements about the quality of arguments, theories and models you are studying. Additionally, this module introduces the principles and tools of reflective practice to help you to develop as a professional.

Module 2

This module provides an overview of the change leadership. It explores the role of the leader and the guiding coalition and stakeholder engagement.

Module 3

This module provides an overview of communicating change. It explores change communication models, creating a narrative around change as well as organisational listening. This module also prepares you for writing your assignment proposal.

Module 4

This module provides an overview of change communication planning. It explores objective setting, messages, storytelling, listening and measurement. This module also helps you to prepare for the assignment, including writing a reflective practice statement.

Assignment brief

A 3,000-word change and communication management evaluation report and reflective statement based on a past or current business change project at a specified organisation. On successful completion of the assignment the candidate receives a PRCA Diploma in Change Management and Communication. Students need to choose an organisation (case study) for the assignment. This could be your current employer, one of your clients, or another organisation of your choice. If you wish, you can anonymise the organisation and/or adapt the details if that is desirable.

Aim: the overall aim of the assignment is for you to demonstrate your knowledge, critical understanding, and application of the frameworks and models discussed on the course. Additionally, you should demonstrate that you have reflected upon your professional role and used that insight to influence change.

You may, if you prefer, choose to examine a specific aspect of the change project, or a topic, in depth (e.g. stakeholder engagement, change impact assessment, narrative development or measurement) rather than attempt an overall evaluation of the change project.

Assignment structure

Report

The report should be written as if for the senior management team at the chosen organisation. Areas to be covered include:

- An executive summary including conclusions and recommendations.
- Short introduction with some background to the organisation and why you have selected the particular business change project, including the specific problem or issue to be examined.
- Succinct description of how the business change project was established and the type of project management approach adopted.
- Analysis of how the project was managed based on a critical discussion change/project management practice using relevant concepts and models from the course, leading to a short conclusion evaluating the strengths/weaknesses of the project.
- Analysis of how internal communication (and external communication if relevant) was/is applied throughout different stages of the business change project. Analysis should comprise a critical discussion of



specific communication activities using relevant concepts and models from the course, leading to a short conclusion evaluating the strengths/weaknesses of the communication element of the project.

- Conclusion and recommendations – a summary of your analyses and conclusions, followed by a *separate* recommendations section about how business change could be improved in the future.

Reflective statement

A reflective practice statement including relevant evidence to support analyses in 5 and 6 above. This reflective practice element will inform the recommendations section of the main report.

