

Public Relations and Communication Association (PRCA) Integrated Communication Management




 **POST-GRADUATE**

 **MAXIMUM TIME TO COMPLETE: ONE YEAR**

 **ONLINE**



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

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.

THIS COURSE IS RIGHT FOR:

- Those managing or working in a multi-disciplinary team.
- In-house or agency. It's suitable for people who have responsibility for planning and managing integrated campaigns across a range of channels and ensuring consistency of message, whether in-house or agency.
- Practitioners working in a specialist area, for example, internal communication, but who want a broader understanding of related channels and activities.



- Assignment proposal for individual feedback to make sure you are on track for success.
- 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

With the lines between the various marketing communication channels progressively blurring, it is becoming increasingly important for PR practitioners to have a sound knowledge of the various communication channels required for major communication campaigns and programmes.

The diploma brings together the planning process, strategic thinking and all the necessary strands for an effective integrated communication campaign to achieve results for the organisation.

Understand not just the earned element of a communication campaign, but the rest of the PESO model (paid, earned, shared and owned) including how to implement and manage paid-for media, shared media and owned media in pursuit of the aims and objectives of the programme.

Build PR campaigns and strategies on sound research, drawing on insights and trends in the marketplace. Use to inform and shape the overall communication strategy.

Understand the budgetary, timing and reach of various communication channels. Appreciate when to deploy certain channels, how long to deploy them and where.

Awareness of the interconnectivity of stakeholders, influencers, opinion leaders and opinion formers and how to utilise each demographic group to ultimately impact target audiences.

Using measurement and evaluation techniques before, during and after the campaign to ensure, not just a proper return on investment, but also to manage the campaign and inform decision making during the programme itself.

QUALIFICATION OBJECTIVES

Successful candidates will be able to:

Understand the communication environment in which the organisation operates with specific focus on brand and reputation, the difference between both and how they are developed and managed.

Use insights to inform planning, with specific focus on research methodologies, how to select the right methodology. Tools and techniques, good practice for the use of different research methods including



surveys, focus groups and interviews. How to interpret research, including sentiment analysis. Appreciate the ethical side of research and analysis.

Plan integrated campaigns, understanding stakeholders and selecting channels:

- Paid advertising. How the industry works, setting objectives, budgeting, creativity in advertising, ethics in advertising.
- Digital, both paid and shared. SEO, pay per click (PPC) and working with influencers.
- Stakeholders. Public affairs, financial, internal: explanation of each discipline, channels, controls, regulation and ethics.
- Media. What makes news, the news agenda, industry structure.
- Content creation. Storytelling techniques, creativity.
- Measurement and evaluation: Tools and techniques including AMEC frameworks and interpreting data.

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

The modules

Module 1: Organisational culture and behavioural characteristics

Learning outcome: To be able to identify the key features and characteristics of a brand and corporate culture and to demonstrate how (and why) an appreciation of this influences integrated communication options selected and implemented in a managed campaign.

This module will examine the cultures that make up an organisation(s) and how that influences the decisions made by the organisation(s) in the development of a strategy and the deployment of tactics in an integrated communication programme.

It will examine the concept of cognitive dissonance and how messages transmitted by a brand or company are translated and consumed by the target audience and how important it is that the organisation or brand remain true to its sense of purpose and what it tells the marketplace.

The module looks at how integrated communication campaigns fit into the overall business strategy and illustrates the importance of internal communications, employee relations and stakeholder communications.

Why brands are important for society and for business. What a brand is and how it differs to products. Key characteristics of a strong brand (clarity, consistency and leadership). How a brand develops a vision and a mission, brand values (both rational, emotional and core, brand DNA) market differentiation, brand positioning and brand personality (influencing tone of voice in messaging and creativity when executed).

Ethics for organisations and brands and the importance of trust from stakeholders and target audiences.

Module 2: Using planning tools, insights and research for strategic development.

Learning outcomes: To be able to apply and analyse the different planning structures and tools required to develop an integrated communication strategy based upon insights and trends within the target audiences and markets.

Examination of the various planning tools used to help shape and develop a strategic plan for an integrated communication programme or campaign. Models including SWOT analysis (updated for the digital age); the PESTLEIO model, the POSTAR framework and the ADOPTS framework.

Exploration of the difference between the aims of a campaign, its objectives, strategies and tactics. The requirement for campaign objectives to be developed within a SMART framework being imperative to the successful implementation, measurement and evaluation of the overall programme.

Strategic planning drivers for a business built around:

- Where are we now?
- Where do we want to be?
- How are we going to get there?
- Are we getting there?

Campaign management around output, outtake and outcome are explored against the strategic framework resulting from the campaign plan.

Key challenges and barriers to an effective integrated communication campaign including the Adstock Effect, findability (in the digital field), habituation, Maslow's hierarchy of needs.

Module 3: Targeting audiences and messaging

Learning outcomes: To understand the processes and tools involved in selecting target audiences. Appreciating audience segmentation, motivation and how content is handled by a target audience, who influences and inspires a target audience, the barriers faced by a campaign and how to harness third party influencers when deploying an integrated communications campaign.

Tools available to communication professionals when implementing an integrated communication campaign.

Pen profiling of target audiences using tools such as target group indexing (TGI) and services including but not limited to PeopleUK and Experian. How target group indexing is deployed in an integrated communication campaign.

Five stages of adoption for messaging plus use of the adoption curve approach to audience segmentation and campaign tactical emphasis. Factors influencing audience behaviour, attitudes and message uptake such as cultural, personal, social and psychological are investigated.

Messaging theories including Kotler's communication process, linear model theory and two-step models of communication. Influencers and their relationships with third party endorsement and the role of opinion formers and opinion leaders in promoting messages and changing attitudes of target audiences.

Establishment of strengths of attitudes and beliefs and how they can be changed. Tools and techniques such as the Likert scale, Osgood's semantic differential scale and the measurement and monitoring of sentiment.

Campaign planning including nine point plans and using management tools to manage campaigns effectively.

Module 4: Tactical deployments and channels

Learning outcomes: To appreciate the wide and varied options, tactics and channels available for implementation in an integrated communication campaign and appreciating and understanding the need of when and how to deploy elements of paid, earned, shared and owned channels. Understanding how to create engaging content that influences attitudes and behaviour.

Paid, earned, shared and owned (PESO) framework of tactical deployment in an integrated communication campaign.

Paid. Covering the tactical routes to communicating with key audiences through paid media including, but not limited to, above the line advertising, ambient and gorilla advertising, paid for digital (including pay per click, digital advertising and social media boosts for posts etc.), sponsorship, direct marketing, exhibitions, merchandising and packaging etc. In particular, the module looks at how to get budgets to see the best return on investment for each tactic deployed and how that meets the overall objective of the campaign in terms of cut through, engagement and actions from the target audience.

Earned. Public relations, media relations, internal communication, cause related marketing communication, affinity marketing communication and relationship marketing communication. Areas covered include riding the news cycle (news jacking); the communication "halo effect" in affinity marketing and the need for



brands to work alongside other brands in its halo to positive effect; cognitive dissonance; the growing need for brands to be aware of, and practice, corporate social responsibility and its impact on target audiences (particularly the motivations behind corporate social responsibility). The module also examines the principles of working with influencers, bloggers, vloggers, opinion leaders and opinion formers, and harnessing third party endorsement through their own platforms.

Shared. Covering social media management (the positive and negative elements), the communication and audience characteristics of various social media platforms; platform selection and deployment in pursuit of the campaign objectives, social media metrics and social media management tools for use in managing and measuring the social media campaign. Engagement and sharing of content and understanding the difference between content marketing and social media marketing and how to integrate both elements into the social media portion of an overall integrated communications campaign.

Owned. Covering any content and channel over which the organisation has complete control during an integrated communication campaign including examining the architecture and use of corporate or brand websites – particularly from a mobile perspective; the development and management of social media pages and brand or corporate groups (LinkedIn groups etc.) The design and production of customer magazines and brochures, and the construction and management of e-mail communications against a GDPR backdrop.

This module also covers content creation and development, storytelling techniques and the deployment of content to meet the overall communication challenge.

Specifically, the module looks at setting measurable goals for content. Understanding how the content fits into the wider communication strategy. Ideation techniques and examining how to develop ideas that will meet the overall communications goals. It analyses the processes behind planning and producing best-in-class content and looks at the need for ongoing optimisation and improvement of content during a campaign. Finally, it examines how to measure and analyse the performance of the content during the campaign.

Module 5: Measurement, evaluation and campaign management

Learning outcomes: To be able to select the appropriate evaluation techniques to not just measure the success for return on investment of the integrated communications campaign but also to ensure throughout the campaign that it runs to maximum efficiency and reaches each benchmark appropriately.

The module examines why it is important to measure and evaluate integrated communication campaigns including its role as a basis of planning, giving clients and management long term views on the campaign, assisting in charging the effectiveness of the communications mix and providing “by product” information and insights for current and future campaigns.

The module investigates the key areas of qualitative and quantitative evaluation techniques and how they differ and how they complement each other in the measurement and evaluation of a campaign. Comparing (but not advocating) various techniques including message uptake, AVE, OTS and weighting; focus groups and questionnaire design. Techniques such as Net Promoter Score and how to apply it to a campaign are also examined.

The module examines the role of output, outtake and outcome and its role within the various stages of an integrated communications campaign and how it aids the management of that campaign.

The module examines in depth the AMEC Barcelona 3.0 principles and the seven principles of evaluation looking closely at the role of objectives, inputs, activities, outputs, outtakes, outcomes and impacts. Diagnostic evaluation tools such as the measurement maturity mapper and how to apply it is also covered.

Assignment brief

A 3000-word project evaluation report based on a past or current integrated communications campaign for a specified brand or organisation facing a specified communications challenge.

The challenge could range from a brand, organisation, institution, charity or government department seeking to change the perceptions of its target audience; change a target audience behaviour, introduce new products or services to the market, launch a new brand or service into the marketplace, promote existing products or services, manage the market withdrawal of a service or product, correct misinformation or reputational damage to a brand or organisation, re-educate a target audience or increase sales or footfall.

You should write the assignment as an evaluation management report to be read by the board of directors of a major organisation. The report should examine and assess the challenges facing the brand or organisation and assess the insights and strategic planning process is used to develop the integrated communication strategy to meet the overall challenges facing the organisational brand for which the integrated communications campaign was implemented.

The report should investigate the selection of target audiences and the segmentation of those audiences to use budgets and timings as effectively as possible. It should examine and assess the tools used to develop the insights and target the appropriate audiences with engaging and actionable messages designed to change attitudes and behaviours. Tactical communication channels used should be assessed, particularly their performance against other options that may have been available.

Finally, it should examine the evaluation and measurement techniques used to both manage the campaign from the start and the tools used to evaluate the campaign's overall results.

Your report needs to be a critical assessment of where the campaign performed well, where it could have been improved, its strengths and its weaknesses.

In your assessment you should highlight some of the planning techniques that you would be undertaken in future campaigns of this nature. You should also provide recommendations and suggestions on how the campaign, if undertaken in future, should proceed in order to build on results or correct failures – be it in campaign planning, strategic development, tactical deployment, creative execution and measurement and evaluation.

