

IPR Professional Accreditation Programme

Career advancement | Skills upgrade | Professional recognition

2024 LEVEL I
BROCHURE

2024 ACCREDITATION PROGRAMME LEVEL I (FOUNDATION)

The IPR Ghana Level I Accreditation course is the foundation and entry point to the Institute's professional development and qualifications programme.

Level I has three (3) modules and focuses on building capabilities and capacities required for a starter grade PR role.

Module 1 covers an introduction of PR as professional discipline, content development and management for both traditional and digital media platforms.

Module 2 and 3 develops an understanding of the role of PR within an organisation and what PR practitioners do as professionals

ELIGIBILITY

- A College or University graduate with at least a Diploma/Bachelor's degree in PR, Communication Studies, Journalism or any of the social sciences
- A professional changing career direction, or already engaged in a PR support role.

What to expect

On successful completion of this programme, candidates should be able to:

- Create written content that engages target audiences on both traditional and digital audio-visual platforms.
- Identify and prioritize different audience groups and channels, and justify those Choices
- Manage the dynamics of building relationships between an organisation and its stakeholders.
- Understand and articulate how PR enables the achievement of different organisational objectives, and the interplay with related disciplines such as marketing communications and advertising.
- Explain the role of opinion shapers including influencers, journalists, subject matter experts, and others

Module 1

Public Relations; an introduction of a professional discipline

Social Media

Writing

Storytelling

Infographics & visualization

Module 2

Media monitoring

Internal Communication / Engagement 2

Media management

Emotional Intelligence

Module 3

Events

Integrated Communication

Protocol & Etiquette

Presentation skills & Public speaking

ASSESSMENT CRITERIA - LEVEL ONE (I)

At the end of four weeks of refresher courses, the Institute expects Level I candidates to demonstrate the ability to identify a news story relating to their organisation (real or imaginary), and to create content about that story that will engage audiences, journalists and influencers to generate positive coverage and dialogue with the organisation.

Submission: The portfolio should comprise 1200 words of content (or equivalent if audio / visual content – i.e., number of minutes) about candidates' organisation. The content should demonstrate the following

- A positive news story about the designated organisation, including three pieces of content about that story that should be ready for use by a journalist or online audience/ influencer, or ready to be published directly on the organisation's own channel;
- Written content and audio/ visual/ digital content, choosing any four items from the list below:

-Media release of roughly 250 words

- Blog post of roughly 250 words

- Series of 5 Tweets

- Video storyboard of 6 – 12 frames

- Video of no more than 2 minutes (note: a video counts as two pieces of content)

- Podcast script outline of 200 – 500 words

- Podcast of no more than 5 minutes

- Infographic

Assignment Two (2)

Candidates are required to submit a discussion paper (1000 words) that demonstrates knowledge and understanding of how content creation around an individual news story helps to deliver organisational objectives, and to consider any internal negotiation required, and the ethical or professional implications of the adopted story.

The discussion paper should be based on the same organisation as with the first assignment and must reflect on and relate to the portfolio created for the first assignment. It should comprise the following

- Introduction of the chosen organisation (maximum 200 words) and any particular challenges or opportunities it faces
- Identification of target audiences of the portfolio content and the desired organisational outcome;
- Show which particular channels are being chosen to reach target audience and justify this choice;
- Identify and address any potential ethical or other risks associated with story;
- Show how this PR activity will sit alongside other disciplines in the organisation, for example marketing communications or human resources;
- A 200 words conclusion, stating how the news story will help the organisation to meet the challenges or opportunities outlined at the start.

PROGRAMME VENUE

Kofi Annan ICT Centre, Ridge, Accra Or Virtual

FEES

A non-refundable fee payable to the Institute of Public Relations, Ghana as follows:

Ghc 2,8500.00 MEMBERS Ghc 3,850.00 NON MEMBERS

Accreditation 2024 begins February 2024 details will be communicate to registered participants.

CONTACT

Please call: 0302631986 / 0500481062 or send e-mail to info@iprghana.com/
iprghana2@gmail.com, for enquiries. To register visit our website, www.iprghana.com
to download a registration form.

Location of Secretariat

Opposite Kempinski Gold Coast Hotel, shares compound with the Local Government
Services Secretariat and the National Commission on Culture

“Image is Everything”