

IPR Professional Accreditation Programme

Career advancement | Skills upgrade | Professional recognition

2024 LEVEL III
BROCHURE

IPR GHANA ACCREDITATION PROGRAMME FOR COMMUNICATIONS AND PUBLIC RELATIONS PROFESSIONALS (LEVEL III) ACCREDITED

The revised IPR Ghana Professional Accreditation syllabus is based on professional practice and reflects core PR principles, models, and concepts. Enrolling on the IPR Ghana Professional Accreditation programme is an excellent preparation for Senior Management level positions. The knowledge, skills and capabilities tested through the examination for accreditation in Public Relations are building blocks for the C-suite career performance.

LEVEL III

The IPR Ghana Level Three (III) accreditation consists four modules as stipulated below;

Module 1

- COMMUNICATIONS/PR STRATEGY DEVELOPMENT
- STAKEHOLDER MANAGEMENT
- CRISIS COMMUNICATION MANAGEMENT
- EMOTIONAL INTELLIGENCE
- COMMUNICATING ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG) POLICY

Module 2

- DATAFIED PUBLIC RELATIONS
- PR/COMMUNICATION METRICS
- COMMUNICATION AUDIT

Module 3

- LEADERSHIP
- LOBBYING & ADVOCACY
- RISK & CONDUCT

Module 4

- PR PROJECT MANAGEMENT
- MEASUREMENT & EVALUATION

At the center of this module is management of projects, campaigns and resources, identifying internal and external stakeholders, the PR team and key suppliers, monitoring and evaluation

ELIGIBILITY

- Certified ASSOCIATE membership of IPR Ghana
- Institute's Level 2/Certified Associate Public Relations Practitioner Accreditation Programme
- A Bachelor's or Master's degree in Communications/Media studies, Journalism, Marketing or any of the Social Sciences
- Considerable years of industry practice

EXEMPTION FROM EXAMINATION

A prospective candidate for exemption from examinations must possess the following:

1. A masters or higher degree in Public Relations or related field such as Journalism or Communications with not less than ten (10) years working experience in Public Relations, five (5) of which must be at a Senior Management level to be admitted as an Accredited Member.
2. A post-graduate qualification in Public Relations or related field such as Journalism and Communications with not less than five (5) years working experience to be exempted from one level ONLY.

Prospective candidates may apply by submitting the following:

1. Curriculum Vitae indicating educational institutions attended, courses / seminars attended, certificates and years obtained, employment history and post examination working experience in Public Relations or related field for non-members

2. Candidates for exemptions shall make a power point presentation of a case study on a PR related issue of choice and pass a verbal interview.

ASSESSMENT CRITERIA

LEVEL III

Assessment for LEVEL III/APR has two components.

Component I involve an interview which would be conducted for candidates who are successful in the written examinations.

The interview evaluates candidates' knowledge, skills and abilities in specific areas that cannot be effectively judged in the written Examination. A three-member panel of Accredited/Fellow practitioners would assess candidates' competence in creative conceptualization/creativity, initiative, interpersonal skills, management skills, multitasking, flexibility, time management, uses of multiple delivery mechanisms, communication skills/speaking, communication skills/writing and editing, communication skills/listening, presentation skills and current affairs. This process carries a total of 20 Marks.

The written Examination tests three groupings of competences, knowledge, and skillsets. This involves practical assignments and supervised tests. Candidates would be required to present two assignments for assessment. To demonstrate the practical relevance of the modules and benefits to employers, it is strongly recommended that candidates use real work-related projects for assignments.

Candidates are required to identify a topic that will form the basis of their two assignments submitted for assessment. It is recommended the topic should relate to the candidate's current role, or to an organisation they are familiar with. The organisation and project topic will be the basis for all two assessments. Prior to the commencement of the assignments, the module facilitators would discuss and agree on topics with individual/group of candidates to ensure that their organization provides a suitable basis for the two assignments.

Assignment One (1): Executive report with a summary of a situational analysis

Aim: To determine candidate's ability/competence to undertake an analysis of a case study that informs specific PR objectives and strategy.

Topic of enquiry: Students will be required to demonstrate professional judgement by identifying a suitable case study as their chosen topic of enquiry. This could be based on the student's own organization, a client, another organization of the student's choice or a broader societal situation that can be associated with Public Relations activities.

Candidates must submit

1. A 2,000-word executive report that captures the following:

- A clear and concise statement defining the case study that justifies its relevance as a problem or opportunity facing a specific organization and/or sector and proving that it can be addressed by strategic Public Relations.
- An overview of the secondary research methodology and analytical approach used to collect evidence of the situation and provide insight into its current or potential impact on the organization and/or sector and its stakeholders.
- Discussion and substantiation of the key findings and outcome of the research and analysis.
- Identification and explanation of the PR objectives (derived from the research and analysis).

2. A supporting 2000 words summary of secondary research findings.

Candidates are required to review and structure their analysis of a situation in the form of an executive report.

20 Marks

The list below indicates the percentage of marks devoted to each category of written examination under supervision.

- COMMUNICATIONS/PR STRATEGY DEVELOPMENT, STAKEHOLDER MANAGEMENT, CRISIS MANAGEMENT, EMOTIONAL INTELLIGENCE, COMMUNICATING ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG)

POLICIES – 20 Marks

- DATAFIED PUBLIC RELATIONS, PR/COMMUNICATION METRICS & COMMUNICATION AUDIT – **20 Marks**

- LEADERSHIP, LOBBYING & ADVOCACY, RISK & CONDUCT – **20 Marks**

The award of the IPR Ghana Accredited Practitioner/Professional Certificate is based upon achievement of the Pass standard. This is comparable to a postgraduate diploma.

Members shall retain this category of membership provided that they have attained 60 CPD points in each preceding year of membership towards their accredited practitioner status

EXPECTED OUTCOMES

A LEVEL III/APR CANDIDATE SHOULD DEMONSTRATE THE FOLLOWING AFTER SUCCESSFUL COMPLETION OF PROGRAMME

- Agility to swiftly respond to CEO/management's needs
- The vision to develop and execute a larger strategy, and the expertise to be a thought-leader.
- Ability to consider and accommodate all views on an issue or crisis and factor these into a communication strategy.
- Proficiency and alignment with cutting-edge PR practices and knowledge relevant enough to be considered for inclusion in organization's strategy
- Ability to apply research findings and professional experience to lead/manage the PR function

- Excellent analytical and data-driven presentation skills, including exposure to industry-wide standards, trends and best practices
- Knowledge of societal expectations of an ethical practitioner in the digital age
- Expertise/Nous to provide counsel to management team or client about issues, opportunities, risks and crisis.
- Communicates professional expertise, plus personal and professional dedication and values
- Reflects progressive public relations industry practices and high standards

PROGRAMME VENUE

Kofi Annan ICT Centre, Ridge, Accra Or Virtual (Zoom)

FEES

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

Ghc 4,700.00 MEMBERS Ghc 5,700.00 NON MEMBERS

EXEMPTIONS

FROM LEVEL I (AFFILIATE/FOUNDATION) TO LEVEL III (ACCREDITED)

Ghc 5800.00 MEMBERS, Ghc 6,800.00 NON MEMBERS

FROM ASSOCIATE/INTERMEDIATE TO ACCREDITED (INCLUDES CANDIDATES REQUESTING A SHORTENING OF 3 YEARS WAIT)

Ghc 5,000.00 MEMBERS, Ghc 6,000.00 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/](mailto:info@iprghana.com)
iprghana2@gmail.com, to register now.

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”