

IPR Professional Accreditation Programme

Career advancement | Skills upgrade | Professional recognition

2024 LEVEL II
BROCHURE

2024 ACCREDITATION PROGRAMME

INTERMEDIATE - LEVEL II

Studying for the IPR Ghana Accreditation programme is a great way to develop your skills-set or enrich your competencies and capabilities in Communication/Public Relations practice. It is a fast-track route to prepare you for managerial roles in the PR/Communication industry.

The IPR Ghana Level II accreditation course puts into context the following:

- The strategic place of PR in organizations
- PR as management function
- Value creation and validation in PR through meaning metrics
- New Age PR
- Emotional Intelligence and Stakeholder management
- Ethics in PR
- PR and society

ELIGIBILITY

- Certified Affiliate membership of IPR Ghana
- At least five (5) years demonstrable industry practice
- A Bachelor's Degree in Communications/Media studies, Journalism, Marketing, or any of the Social Sciences
- IPR's Level I /Certified Affiliate Public Relations Practitioner Accreditation Programme.

What to expect

Candidates will:

- Research into PR initiatives and Develop PR plans and strategies
- Create content that helps an organization to tell its story, change attitudes and influence behaviors
- Develop PR plans to market products and services
- Measure the impact of communication/PR activities

The course content is in four (4) modules, which are broadly aligned with the topics below and incorporate the study of the concepts that underpin the tools and processes considered to be essential for professional PR practice. Candidates would be awarded the IPR Ghana Associate/Professional Certificate after successfully completing all four (4) modules.

Courses

Module I

PR RESEARCH

DIGITAL & SOCIAL MEDIA

LISTENING

PR/COMMUNICATION METRICS

Module II

IMAGE & REPUTATION MANAGEMENT

ISSUES MANAGEMENT

STAKEHOLDER MANAGEMENT

COMMUNITY RELATIONS

EMOTIONAL INTELLIGENCE

Topics for Module III

PRESENTATION SKILLS & PUBLIC SPEAKING

EVENTS MANAGEMENT (DERIVING MILEAGE AND VALUE)

COMMUNICATION/PR CONTENT DEVELOPMENT (WRITING SKILLS)

Topics for Module IV

CORPORATE SOCIAL INVESTMENT (CSI)/CORPORATE SOCIAL RESPONSIBILITY (CSR)

COMMUNICATION/PR STRATEGY DEVELOPMENT

PUBLIC SECTOR/NOT FOR PROFIT COMMUNICATION/PR

PR ETHICS /CODE OF PROFESSIONAL PRACTICE

LEVEL II ASSESSMENT

Candidates would have to present two assignments for assessment and grading, and write supervised examinations. The two assignments for assessment would focus on the following three areas:

- Establishing a Communication/PR plan
- Developing and Managing Content, and
- Evaluating PR/Communication outcomes.

Successful completion of the assignments would be evidence of achievement of a professional standard. Together, success in the two assignments and two written examinations will demonstrate that the candidate has achieved an understanding of the processes and concepts needed to operate at a strategic level in the profession and can demonstrate these at the workplace. The assignments comprise establishing a Communication/PR plan. A 2000-word Communication/PR plan that captures:

- Research undertaken to inform a specific plan of action, demonstrating insight into the situation, and setting out the organizational or project's measurable objectives that the plan will support. Candidates must undertake data collection using secondary research methods (for example literature, archives, published surveys, report reviews) to examine the chosen topic of enquiry and demonstrate how this influences the subsequent plan.
- The detailed plan must capture important stakeholder groups and influencers, how measurable objectives link to the broader organizational goals, message formulation, proposed activities (including links to other communication disciplines), timeframe, a brief statement of required resources and budget, and relevant methods of evaluation.

Candidates are required to present the PR plan in a suitable style and format, alongside a statement of reflection, demonstrating critical consideration of PR planning concepts and own learning. The statement of reflection should be at least 500 words long and must reflect candidates' own learning relating to planning, theory, concepts, and models. The two assignments would carry 20 Marks.

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

PR RESEARCH

DIGITAL & SOCIAL MEDIA

LISTENING

PR/COMMUNICATION METRICS

20 Marks

IMAGE & REPUTATION MANAGEMENT

ISSUES MANAGEMENT

STAKEHOLDER MANAGEMENT

COMMUNITY RELATIONS

EMOTIONAL INTELLIGENCE

20 Marks

PR/COMMUNICATION CONTENT DEVELOPMENT

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20 Marks

Expected Programme /Learning outcomes

Participants will come away from the course being more of critical thinkers, equipped to raise the critical PR issues that will earn them the respect of clients/colleagues and deliver winning PR solutions. At the end of this programme, participants would be expected to be able to:

- Apply research to developing PR solutions
- Create content that helps organizations to develop relevant narratives, change attitudes and influence behaviors
- Measure the impact of communication activities
- Apply research for developing PR solutions
- Expertise in creation of content that helps organizations develop relevant narratives that change attitudes and influence behaviors internally and externally
- Measure the impact of communication activities
- Demonstrate interpersonal communication skills that enables management of teams and media relationships at the local, national and international levels.
- Initiate and lead or be a functional team member
- Articulate to management/client how PR can support the attainment of mission

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Module Delivery: In-person/Virtual

Time: (5 p.m. – 8 p.m.) Each Evening

Assignments for Assessment: Two (2)

Study time: 15 hours a week

Duration: 2 months

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 3,700.00 MEMBERS

Ghc 4,700.00 NON MEMBERS

EXEMPTION

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/
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”