



## Application to study for the CIPR Online Diploma & CIPR membership for UK based students only

**Applicants must complete ALL parts of the application form. Please ensure you have completed everything by ticking the checklist boxes below**

- Application fee payment details (credit/debit card or cheque – see below) (page 1) [ ]
- Online Diploma application form – note a signature is required (page 4) [ ]
- Contact details (page 5) [ ]
- Academic and career details (page 6) [ ]
- Official sponsor's letter and a copy of your degree certificate (if applicable) [ ]
- **NB: Failure to provide this information will delay your application and may result in your chosen centre being unavailable**
- CIPR Membership application form (unless you are already a CIPR member) (pages 7 & 8). Note a signature is required (page 8) [ ]
- Payment for the membership subscription (£145) by cheque or credit card (page 9) [ ]

Please return your completed application form and payment to: **Bernadette Eveleigh, Chartered Institute of Public Relations, Public Relations Centre, 52 - 53 Russell Square, London, WC1B 4HP.**

If you have any queries regarding your Online Diploma application, please contact the Chartered Institute of Public Relations on 020 7631 6925 or email [BernadetteE@cipr.co.uk](mailto:BernadetteE@cipr.co.uk)

### Application Fee

All applications must be accompanied by the course application fee and membership fee\* (if you are already a member just provide the £50 course application fee). These will be returned if the CIPR is unable to accept applications for any reason, or if the course applied for is cancelled. Otherwise no refunds will be given. Please note that the CIPR cannot invoice for the £50 application fee or the £145 membership fee. However receipts will be issued **on request**. The £50 application fee is part of the CIPR Awarding Body fee and this amount will be deducted from the final CIPR invoice for the Awarding Body fees.

*\*If paying by cheque the £50 application fee should **NOT** be added to the £145 membership fee. These should be sent as two separate cheques as they will be cashed at different times.*

#### Please complete the details below:

I enclose a cheque made payable to **Chartered Institute of Public Relations** for £50 [ ]

Please deduct from my credit / debit card below the sum of £50 [ ]

Please take the remainder of the Awarding Body fees (£900) from the CC/DC below [ ]

(Please note: Your study centre will issue a separate invoice for the remainder of the course fees)

*If paying by credit / debit card, please complete the details below:*

#### Credit / Debit card details:

Card no \_\_\_\_\_

Expiry date \_\_\_\_ / \_\_\_\_ Issue no (Maestro only) \_\_\_\_ or Valid from date \_\_\_\_ / \_\_\_\_

Security numbers (last 3 numbers on back of card) \_\_\_\_\_

Card type (delete as appropriate) AMEX/ Visa / Maestro / Delta / MasterCard

Name of card holder .....

House No. and Postcode where card is registered.....

**PLEASE NOTE: The CIPR regrets it is unable to accept payment by BACS**



## Application to Study for the CIPR Online Diploma

Please type or print clearly

Preferred centre of study **ONLINE** Start date.....

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Title..... Surname..... Forename .....

Are you currently studying for any other course? **Yes/No**

If yes, please give details .....

**Are you a CIPR member? Yes/No** If Yes, please give membership number .....

If No, please complete the Membership application attached and enclose your £145 membership fee.

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### Sponsorship

Will your company be paying your course fees? **Yes / No**

If yes, please enclose an official letter from your company / sponsor confirming that they will be paying your fee, including the following information:

- ❖ Company name and address
  - ❖ Invoice address (if different) with contact name and telephone number for finance queries
  - ❖ Purchase Order no (if applicable)\*
  - ❖ Name, telephone number and email address of the person responsible for your sponsorship
- 

#### **\*PLEASE NOTE:**

If your company operates a Purchase Order system then details of both Purchase Order numbers (one for the CIPR and one for the study centre) are required. Failure to provide this information may result in your application being delayed.

## Equal Opportunities Monitoring

The CIPR is committed to equal opportunities for all working in public relations. In order to promote active policies to widen diversity we ask your co-operation in completing the appropriate boxes below. This information will remain strictly confidential and will only be used for monitoring purposes.

### 1. PHYSICAL STATUS

- |  |  |
|--|--|
| <input type="checkbox"/> Non-disabled              | <input type="checkbox"/> Have a visual impairment    |
| <input type="checkbox"/> Disabled                  | <input type="checkbox"/> Have special access needs   |
| <input type="checkbox"/> Have a hearing impairment | <input type="checkbox"/> Other – please give details |
- 

### 2. ETHNIC ORIGIN

*Please indicate the category which best describes your ethnic origin:*

#### 2.1 White

- |  |                                     |
|--|-------------------------------------|
| <input type="checkbox"/> 2.1a British  | <input type="checkbox"/> 2.1b Irish |
| <input type="checkbox"/> 2.1c Any other white background<br>(please write below) |                                     |
- 

#### 2.2 Mixed

- |   |  |
|---|--|
| <input type="checkbox"/> 2.2a White and Black Caribbean | <input type="checkbox"/> 2.2b White and Asian                                    |
| <input type="checkbox"/> 2.2c White and Black African   | <input type="checkbox"/> 2.2d Any other mixed background<br>(please write below) |
- 

#### 2.3 Asian or Asian British

- |   |  |
|---|--|
| <input type="checkbox"/> 2.3a Indian    | <input type="checkbox"/> 2.3b Bangladeshi  |
| <input type="checkbox"/> 2.3c Pakistani | <input type="checkbox"/> 2.3d Any other Asian background<br>(please write below) |
- 

#### 2.4 Black or Black British

- |  |                                       |
|--|---------------------------------------|
| <input type="checkbox"/> 2.4a Caribbean  | <input type="checkbox"/> 2.4b African |
| <input type="checkbox"/> 2.4c Any other black background<br>(please write below) |                                       |
- 

#### 2.5 Chinese or other ethnic group

- |                                       |   |
|---------------------------------------|---|
| <input type="checkbox"/> 2.5a Chinese | <input type="checkbox"/> 2.5b Any other<br>(please write below) |
|---------------------------------------|---|
- 

**Is English your first language?**       Yes       No

If No, please provide evidence of competence in the English language at: Cambridge Advanced Certificate or Proficiency Level or equivalent, or IELTS Level 7.

## Marketing Information

Where did you find out about the CIPR Online Diploma? (You may tick more than one)

Brochure	
CIPR website	
CIPR e-newsletter	
Newspaper <i>article or advertisement</i> please give details	
Profile magazine	
Friend/colleague	
Other – Please give details	

- Occasionally we may promote, via a third party, products and services we feel will be of interest to our members. These are always carefully screened but if you do not wish to receive this information please tick here.

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## Conditions and confirmation

I have read and understand the terms and conditions below and confirm that all the information I have provided on this application form is correct:

Signature \_\_\_\_\_ Date \_\_\_\_\_

**[REMINDER: Have you attached all relevant documents and payments to your application? \(See Page 1\)](#)**

**Please return your completed forms and payment to:**

**Chartered Institute of Public Relations, Public Relations Centre, 52 – 53 Russell Square, London, WC1B 4HP.**

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### **TERMS & CONDITIONS:**

**COURSE FEES:** The course Awarding Body fee **MUST** be paid in full prior to the start of the course or 30 days from date of invoice (whichever is the soonest). The application fee will be returned if the CIPR is unable to accept applications for any reason, or if the course applied for is cancelled. Otherwise no refunds will be given. **REFUNDS:** In the event of cancellation by the course participant a full refund (minus the £50 application fee) will be given up to 14 days before the start date of a course. From 14 days prior to the start date, to the commencement of the course, a 50% refund (minus the £50 application fee), will be given. No refunds will be given after a course has started. In the event of cancellation of a course by the CIPR, refunds will be given in full. This does not affect your statutory rights. Places are non-transferable. **DEFERRALS:** Occasionally students may encounter pressures through work or personal circumstances that make it difficult to complete the course in one academic year. In such circumstances, provided that the student can show valid reason\*, the student will be able to either withdraw from the course entirely, and to postpone teaching and assessments not yet taken to the following academic year, or to defer some or all assessments to the following academic year. A deferral fee will apply. **MEMBERSHIP:** Once activated, membership cannot be deferred or cancelled. No refunds will be given unless the course is cancelled by the CIPR. The membership subscription will be due for renewal at the rate relevant to your grade. Only one term of discounted membership is applicable per course. **ABUSIVE BEHAVIOUR:** This will not be tolerated either verbally or written. In exceptional circumstances action may be taken against students who continue to use abusive behaviour and this may result in their place on the course being cancelled and no refund given. \*Guidelines on what constitutes a 'valid reason' for deferral, together with the procedure for deferral, will be issued to students at the start of the course.

## Application to study for the CIPR Online Diploma and membership of the CIPR

### Office Use Only:

Course: **ONLINE DIPLOMA** Start Date..... Mem Renew date .....

Mem No. .... Payment ..... CPD ..... Exp ..... Date .....

### Your Essential Contact Details:

(The name that you give will appear on all CIPR membership correspondence including your membership and course certificate, if applicable. Please use the same format in all correspondence with the CIPR).

Title: \_\_\_\_\_ Surname: \_\_\_\_\_

Forename & other initials: \_\_\_\_\_ Date of birth: \_\_\_\_\_

All applicants **MUST** provide their **HOME ADDRESS**. One of the addresses you provide will be used as the main address for all CIPR correspondence and will appear in the **secure** member area of the CIPR website.

Please indicate which is your preferred mailing address:  **Company**  **Home**

#### **YOUR BUSINESS ADDRESS:**

Job Title: \_\_\_\_\_

Full name of organisation: \_\_\_\_\_

Company address: \_\_\_\_\_

Postcode: \_\_\_\_\_ County: \_\_\_\_\_

Brief description of your organisation's activities: \_\_\_\_\_

#### **YOUR TELEPHONE AND EMAIL:**

Business tel: \_\_\_\_\_ Home tel: \_\_\_\_\_ Business fax: \_\_\_\_\_

Mobile: \_\_\_\_\_ Home email: \_\_\_\_\_

Business email: \_\_\_\_\_ Website: \_\_\_\_\_

Please indicate which email address you would prefer CIPR correspondence to be sent to:  **Company**  **Home**

#### **YOUR HOME ADDRESS: (NB: Your results and certificate will be sent to this address)**

Home address: \_\_\_\_\_

Postcode: \_\_\_\_\_ County: \_\_\_\_\_

\*If you do not wish your home address, home telephone number, mobile number or email address to appear in the member directory in the secure member area of the website please mark them clearly with an asterisk.

Do you work: (tick one)  Freelance  Consultancy  In-house  Non-PR  Not working

Is your membership fee: (tick one)  Self-funded  Paid by my employer  Part paid by myself and my employer

**Application to study for the CIPR Online Diploma  
and membership of the CIPR**

**Academic Details**

*GCSE and 'A' / 'AS' levels need only take up one line eg. 7 GCSE grades A-C*

Title or name of award	Grade(s)	Year	Institution

**Please continue on a separate sheet if necessary**

**If you have a degree please send a copy of your certificate with this application form.**

**If you are sending a copy of your degree certificate later please tick this box**             [ ]

**PR and Communication experience**

*Starting with current employment and **ALL** of your previous PR or related roles*

*(If you have no experience in PR please state this – do not leave this section blank)*

Employer	Start/Finish dates	Job title and brief description of your PR responsibilities

**Please continue on a separate sheet if necessary**



## Membership of the Chartered Institute of Public Relations for CIPR Advanced Certificate or Diploma Applicants

It is a condition of studying the CIPR Advanced Certificate or Diploma that you apply for membership of the Chartered Institute of Public Relations at the **grade relevant to your experience at the start of the course** (see criteria below for grades).

The discounted term of membership for new members applying to study the CIPR Advanced Certificate or Diploma will be as follows:

- **Course start date between September and December 2009** – The membership term is from September 2009 to 31 December 2010.
- **Course start date between January and March 2010** – the membership term is from January 2010 to 31 March 2011.

You can view some of the benefits of membership at [www.cipr.co.uk/membership/benefits](http://www.cipr.co.uk/membership/benefits).

### Fees

A discounted rate of £145 is offered for the above term of membership regardless of the grade you are applying for, providing you are accepted on the course.

### Course Cancellations/Deferrals

The membership fee is non-refundable once the membership has been processed. Please refer to the course deferrals policy on Page 4 of this application form.

### Membership Criteria

**Affiliate:** Affiliate membership is open to anyone working or interested in public relations who has less than three years' experience in public relations and who would benefit from access to information, advice and networking but is not eligible for Associate or Full Membership. There are no designatory letters for this grade.

**Associate (ACIPR):** in order to join as an Associate Member you will need either a CIPR approved qualification or at least three years' experience in PR. Associate Membership entitles you to use the designatory letters ACIPR. A list of approved courses can be found at [www.cipr.co.uk/membership](http://www.cipr.co.uk/membership).

**Member (MCIPR):** You will qualify for Member status if you have **one** of the following:

- Three years' experience in PR **and** a CIPR approved qualification
- Six years' experience in PR plus a commitment to provide a one-year CPD record twelve months after joining. (NB: you can use your CIPR course as part of your CPD plan)
- Ten years' experience in public relations
- Ten years' experience in senior management and now hold a senior PR position in a major organisation

### Upgrading your membership

Students from the Advanced Certificate course will automatically be upgraded to Associate (ACIPR) membership on successful completion of the course.

Students from the Diploma course will automatically be upgraded to Member (MCIPR) status on successful completion of the course.



*If you are already a member of the CIPR please quote your membership number*

.....

*(Existing members do not need to complete the rest of this page)*

**Membership Grade**

**(Please refer to Membership Criteria on Page 6)**

**I apply for:** (please tick)

Affiliate Membership [ ]

Associate Membership (ACIPR) [ ]

Full Membership (MCIPR) [ ]

**If applying for Full Membership (MCIPR)** on the basis of more than 6 but less than 10 years' experience you **must** commit to register for CPD for a minimum of one year by ticking here [ ]

**Your signature**

**Note: your application can only be processed if you have signed and dated below.**

I confirm that the information given in this application is correct and agree to abide by the CIPR's Code of Conduct (see page 10). I note that the Institute is registered under the Data Protection Act and give my consent for any information that I give to be used for publication (printed and electronic) in a register of members or for commercial purposes. I also give consent to be sent electronic newsletters and communications from the CIPR as part of my membership, on the understanding that I can unsubscribe from CIPR newsletters at any time.

**Signed** ..... **Date** .....

**Name (please print)** .....



**Office Use only: Name:**..... **Payment** ..... **Date** .....

**Payment details for CIPR Membership (£145)**

**Please complete the details below:**

I enclose a cheque made payable to **Chartered Institute of Public Relations** for the annual membership subscription of £145 [ ]

Please deduct the annual membership subscription from my credit / debit card [ ]

*If paying by credit / debit card, please complete the details below:*

**Credit / Debit card details:**

**Card no** \_\_\_\_\_

**Expiry date** \_\_\_\_ / \_\_\_\_ **Issue no** (Maestro only) \_\_\_\_ **or Valid from date** \_\_\_\_ / \_\_\_\_

**Security numbers (last 3 numbers on back of card)** \_\_\_\_

**Card type** (delete as appropriate) **AMEX/ Visa / Maestro / Delta / MasterCard**

**Name of card holder** .....

**House no and Postcode where card is registered**.....

**PLEASE NOTE:**

**Membership fees must be paid by cheque or credit / debit card. The CIPR regrets it is unable to issue invoices for membership fees.**

## CIPR Code of Conduct

### Section A: CIPR Principles

1. Members of the CIPR agree to:
  - ❖ Maintain the highest standards of professional endeavour, integrity, confidentiality, financial propriety and personal conduct;  
Deal honestly and fairly in business with employers, employees, clients, fellow professionals, other professions and the public;
  - ❖ Respect the customs, practices and codes of clients, employers, colleagues, fellow professionals and other professions in all countries where they practise;
  - ❖ Take all reasonable care to ensure employment best practice including giving no cause for complaint of unfair discrimination on any grounds;
  - ❖ Work within the legal and regulatory frameworks affecting the practice of public relations in all countries where they practise;
  - ❖ Encourage professional training and development among members of the profession;
  - ❖ Respect and abide by this Code and related Notes of Guidance issued by the Chartered Institute of Public Relations and encourage others to do the same.

### Principles of Good Practice

2. Fundamental to good public relations practice are:
  - Integrity**
  - ❖ Honest and responsible regard for the public interest;
  - ❖ Checking the reliability and accuracy of information before dissemination;
  - ❖ Never knowingly misleading clients, employers, employees, colleagues and fellow professionals about the nature of representation or what can be competently delivered and achieved;
  - ❖ Supporting the CIPR Principles by bringing to the attention of the CIPR examples of malpractice and unprofessional conduct.

### Competence

- ❖ Being aware of the limitations of professional competence; without limiting realistic scope for development, being willing to accept or delegate only that work for which practitioners are suitably skilled and experienced;
- ❖ Where appropriate, collaborating on projects to ensure the necessary skill base.

### Transparency and conflicts of interest

- ❖ Disclosing to employers, clients or potential clients any financial interest in a supplier being recommended or engaged;
- ❖ Declaring conflicts of interest (or circumstances which may give rise to them) in writing to clients, potential clients and employers as soon as they arise;
- ❖ Ensuring that services provided are costed and accounted for in a manner that conforms to accepted business practice and ethics.

### Confidentiality

- ❖ Safeguarding the confidences of present and former clients and employers;
- ❖ Being careful to avoid using confidential and 'insider' information to the disadvantage or prejudice of clients and employers, or to self-advantage of any kind;
- ❖ Not disclosing confidential information unless specific permission has been granted or the public interest is at stake or if required by law;
- ❖ Maintaining professional standards

### 3. CIPR members are encouraged to spread awareness and pride in the public relations profession where practicable by, for example:

- ❖ Identifying and closing professional skills gaps through the Institute's Continuous Professional Development programme;
- ❖ Offering work experience to students interested in pursuing a career in public relations;
- ❖ Participating in the work of the Institute through the committee structure, special interest and vocational groups, training and networking events;
- ❖ Encouraging employees and colleagues to join and support the CIPR;
- ❖ Displaying the CIPR designatory letters on business stationery;
- ❖ Specifying a preference for CIPR applicants for staff positions advertised;
- ❖ Evaluating the practice of public relations through the use of the CIPR Research & Evaluation Toolkit and other quality management and quality assurance systems (e.g. ISO standards); and constantly striving to improve the quality of business performance;
- ❖ Sharing information on good practice with members and, equally, referring perceived examples of poor practice to the Institute.

### Interpreting the Code

4. In the interpretation of this code, the Laws of the Land shall apply.

***For the latest version of the CIPR Code of Conduct, Notes of Guidance and the complaints procedure, visit [www.cipr.co.uk](http://www.cipr.co.uk)***

