

# **CIPR PUBLIC AFFAIRS DIPLOMA**

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## **Modules: aims, learning objectives and outcomes**

### **Module 1 – The political landscape, trends and challenges**

**Suggested teaching time – 25 per cent**

#### **Aim: To provide an understanding of the political landscape and public policy environment in the UK and Europe**

Defining public affairs, campaigning and political communications;

How the political environment impacts on organizations;

How decisions are made – role of the executive, legislative, judiciary and other aspects of policy formation including the role of devolved administrations and the impact of pressure groups and opinion formers;

Where decisions are made – local, regional, national and supra-national institutions and political parties;

The philosophical backdrop of power, democracy, liberal pluralism and the public sphere;

Contemporary issues for public affairs practice.

#### **Learning objectives and outcomes**

Learning objectives to understand:

- The political landscape and the way policy evolves, is shaped and becomes law;
- The impact the political environment has on the organization;
- The importance of engaging with political audiences to enhance reputation;
- Emerging issues and trends that affect contemporary public affairs practice.

Learning outcome, to be able to use knowledge of:

- The political environment to enhance organizational reputation, minimize risk and secure (or maintain) policy change or resourcing

**Module 2 – The art and science of lobbying and campaigning**  
**Suggested teaching time – 25 per cent**

**Aim: To provide an advanced understanding of the role of lobbying and the art of persuasive communication**

Psychology of communication including the concepts of persuasion and rhetoric;

How to influence decision makers and opinion leaders;

Creating effective lobbying campaigns and using the media to reinforce; messaging – organizational and pressure group and campaigning perspectives;

Understanding the role of political parties, election campaigning, the concept of political marketing and other ways of engaging with the electorate;

Moving from channels to conversations, dialogue and discourse;

The concept of relationship management;

Ethical dimensions and codes of conduct.

**Learning objectives and outcomes**

Learning objectives to understand:

- the strategy and tactics of lobbying and campaigning and the theories underpinning the process;
- knowing when to and how to engage in the political process and policy formation;
- how to leverage media and public affairs activities to shape the agenda.

Learning outcomes, to be able to use knowledge of:

- the way lobbying and campaigning can inform and shape public policy

**Module 3 – Public affairs in the context of reputation management**  
**Suggested teaching time – 25 per cent**

**Aim: To put public affairs into the context of managing organizational reputation**

Organizational and political reputation and what it means;

The connection between public affairs and issues and crisis management;

The importance of understanding stakeholders and stakeholder theory;

The link with corporate social responsibility, trust and transparency.

**Learning objectives and outcomes**

Learning objectives to understand:

- the importance of reputation management and its components;
- how to drive reputation by understanding the link between public affairs, issues and crisis management and CSR in a way that adds value;
- the importance of authenticity in effective communication.

Learning outcomes, to be able to use knowledge of:

- Public affairs as a component of reputation in order to drive value across the organization

**Module 4 – Research project**  
**Suggested teaching time – 25 per cent**

**Aim: To provide an advanced understanding of undertaking applied research**

Undertaking a research project

Planning the project

The literature review

Secondary research

Analysis of findings and recommendations

**Learning objectives and outcomes**

Learning objectives to understand:

- how to conduct a relevant research project, including how to use the Harvard system of referencing;
- how to review the literature and carry out relevant secondary research;
- the importance of critical analysis and applied recommendations.

Learning outcomes, to be able to use knowledge of:

- how to apply academic research to practice

## Assessment

Assessment is the completion of a 6000 word research project report, based on an investigation into how public affairs, campaigning or communication with the electorate has been used by an organization or political party. This should be written in report format with the following main sections:

- Executive summary
- Introduction
- Literature review
- Research methodology
- Findings and discussion
- Conclusion
- Recommendations

Final grade is fail, pass, merit or distinction (in accordance with other CIPR qualifications).

Assessment dates: twice per year (January and August).

## Reading

### Essential reading

Thompson, S (2006) Public Affairs in Practice: A Practical Guide to Lobbying, Kogan Page

Lilleker, D. G (2006), Key Concepts in Political Communication, London, Sage Publications

Zetter, L (2008) Lobbying, The Art of Political Persuasion, Petersfield, Harriman House

Stanyer, J (2007), Modern Political Communication, Polity Press

### Further reading

Paven, P (2007), Friend or Foe: Lobbying in British Democracy, Hansard Society

Perloff, R, M (2008) The Dynamics of Persuasion, Communication and Attitudes in the 21<sup>st</sup> Century, Third Edition, LEA, New York

Moloney, K (2009) Public Affairs, in Tench, R. & Yeomans, L., Exploring Public Relations, Harlow: Pearson Education, ch.22, pp. 441-461

Wolstenholme, S (2009) in Tench, R. & Yeomans, L., Exploring Public Relations, Harlow: Pearson Education, ch. 28, pp. 561-576

Cottle, S (2006), News, Public Relations and Power, London, Sage

Franklin, B (2004), Packaging Politics: Political Communications in Britain's Media Democracy, London, Arnold

Louw, P.E (2006) The Media and the Political Process, London: Sage

Cockcroft, R. & Cockcroft S (2005) Persuading People: An Introduction to Rhetoric (2nd edition), Basingstoke: Palgrave Macmillan

Garsten, B (2006) Saving Persuasion: A Defense of Rhetoric and Judgment, Cambridge: Harvard University Press

Argenti,, P and Barnes, C (2009), Digital Strategies for Powerful Corporate Communications, McGraw Hill

Lilleker, D.G., Jackson, N.A., & Scullion, R. (2006) The Marketing of Political Parties, Manchester, Manchester University Press

### **Journal Articles**

Graham, P (2007), Political economy of communication, Critical Perspectives on International Business, Journal of Communication Management

Harrison, S (2000), Shouts and Whispers: The lobbying campaigns for and against resale price maintenance, European Journal of Marketing

Mack, R (2005), Lobbying effectively in Brussels and Washington, Journal of Communication Management

Moloney, K. (2001) 'The rise and fall of spin: Changes of fashion in the presentation of UK politics', Journal of Public Affairs,

O'Shaughnessy, N. (2003) 'The symbolic state: A British experience', Journal of Public Affairs

Petty, R. E., Wegener, D. T., & Fabrigar, L. R. (1997) 'Attitudes and Attitude Change' Annual Review of Psychology

McGrath, C. (2006) 'The ideal lobbyist: Personal characteristics of effective lobbyists', iJournal of Communication Management

### **Key Journals**

- Journal of Communication Management
- Corporate Reputation Review
- Journal of Public Affairs
- Corporate Communications: An International Journal
- Journal of Parliamentary Affairs

### **Other Material and websites**

Political Engagement Report, 2009, The Hansard Society

Digital Dialogue Series, The Hansard Society

CIPR Guide to Public Affairs

PR Week Supplement on Public Affairs (2009)

[www.appc.org.uk](http://www.appc.org.uk) – Association of Professional Political Consultants

[www.hansardsociety.org.uk](http://www.hansardsociety.org.uk) – political research and education charity

[www.politicsdirect.com/portals.htm](http://www.politicsdirect.com/portals.htm) - useful listing of all relevant PA websites

[www.publicaffairslinks.co.uk](http://www.publicaffairslinks.co.uk) – useful website for those working in public affairs

[www.publicaffairsnetworking.com](http://www.publicaffairsnetworking.com) – professional resource for public affairs people

[http://europa.eu/index\\_en.htm](http://europa.eu/index_en.htm) - gateway site to all matters EU

### **Delivery**

This qualification should be completed within a **6 month time period**. This includes time allowed for writing and submitting the research project. So for example, the teaching could be completed within 4 months, with students then given two months for the research project work, or other alternative scheduling methodologies that are at the discretion of the centre.

Delivery of the qualification requires **20 hours of face to face teaching time** distributed in line with the suggested teaching times highlighted for each module. This is also supported by the reading of set text books suggested further reading to enhance the learning between lectures.

In addition to the taught sessions, students would be expected to spend **approximately 8 hours per week on independent study over the length of the course**, including reading, time required to complete activities for lectures and time for completion of the project report.

## Enrolment criteria

Applicants for this qualification have to have any one of the following:

- The CIPR Advanced Certificate in Public Relations;
- **OR** The CIPR Internal Communication Certificate plus one year's full-time employment in PR\*
- **OR** a post-graduate professional qualification in a related discipline (e.g. CIM diploma), plus one year's full-time employment (or equivalent part-time employment) in public relations\*;
- **OR** a degree in business/marketing/management/communication studies, plus one year's full-time employment in PR;
- **OR** any other UK degree plus two years full time employment in PR\*;
- **OR** N CTJ plus either five years' journalism experience or three years' full time employment in PR\*;
- **OR** two years' full-time employment in public relations\*, and the CAM Advanced Diploma in Marketing Communication;
- **OR** LCCIEB 5 3rd Level subjects, including PR, Marketing, Advertising, Principles & Practice of Management, plus two years' experience in PR;
- **OR** four years' full-time employment in public relations\* and five GCSE passes, one of which must be in English Language.

**Plus:** those whose first language is not English must be able to demonstrate proficiency in the language - spoken and written - to an International Language Testing System (IELTS) band score of 7.0 or above or equivalent.

Eligibility of PR employment will be determined by the qualifications department ([qualifications@cipr.co.uk](mailto:qualifications@cipr.co.uk)) and will need to be deemed to be of a sufficiently senior level

## CIPR Membership

Students registered for this qualification are eligible for student membership of the Chartered Institute of Public relations (CIPR) with inclusion in the Government Affairs special interest group (members of the Government Affairs Group are communication and public affairs professionals who interact with Government, the EU and the devolved Parliament and Assemblies).