CIPR University Course Recognition
for the academic year 2024 - 2025

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Introduction

The Chartered Institute of Public Relations (CIPR) is the largest professional body for public relations practitioners in Europe with over 10,000 members working at all levels and in all sectors of the industry.

The CIPR was awarded Chartered Status by the Privy Council in February 2005 and has the following objectives:-

- To lead the public relations profession and to provide the best possible range of services and support to its members'
- To advocate the highest standards of ethical public relations practice, ensuring that members are equipped with the necessary skills to achieve them; and
- To promote the professional externally, recognising the obligations created by the granting of a Royal Charter.

As part of the CIPR's commitment to promoting high standards within the public relations industry, the CIPR recognises the significant role that PR courses play in influencing and developing PR academics and professionals. Recognition is managed by the Awarding Body Manager and is overseen by the Director of Commercial Operations and Membership. The Awarding Body Manager is also responsible for collating all submitted documentation and ensuring that the various criteria for recognition are met.

Course Leaders will be expected to submit information each year relating to the content, delivery and performance of the course, e.g. changes to course name and/or syllabus or changes to lecturing staff.

Successful completion of a CIPR-recognised degree programme in public relations fulfils the academic requirements for individual practitioners seeking Associate Membership of the Institute or, alternatively, for studying on a CIPR recognised course lasting more than 12 months are eligible for CIPR Student Membership. Prospective members are also required to supply evidence of appropriate practical experience.

Eligibility

There is no limit to how many recognised courses, or course combinations, that an individual university may apply for, including a mixture of recognised modules and courses.

Full Course Recognition

Universities offering courses in public relations or communications at degree level may apply for full course recognition.

Partial Course Recognition

Universities offering courses in any subject may apply for partial course recognition. Universities whose course has been granted partial approval who believe they may qualify for an upgrade to full recognition due to changes in course content may demonstrate this in their next submission.

Module Recognition

Universities offering a course in any subject with (a) PR or communications module(s) may apply for recognition for that/those particular module(s).   If the university already holds CIPR recognition for another course, the lower fee will also be applicable.

Additional modules within a degree course with a recognised module will be charged at a lower rate for the additional modules.

A module that runs across several degree courses at the university will only require one fee payment, but the contact details and information supplied should be for all courses.

Fees (all are subject to VAT)

Initial fees:

- First year entry fee for a **new course** at a **new university**   £580
- First year entry fee for a **new course** at an **existing university**   £460
- First year entry fee for a **new module** at a **new university**   £460
- First year entry fee for a **new module** with an **existing recognition at university**   £130

Annual renewal fees:

- The annual renewal fee per CIPR recognised course /module is **£460**. Additional courses/modules are **£70** each thereafter.
- The first-year entry fee will not be charged to existing recognised courses at the onset of the new scheme (annual renewal fees still apply).
- Universities who discontinue their course recognition and restart at a later date will be charged the first entry fees (unless the course(s) did not run in the academic year affected).
- Fees do not include any individual or corporate affiliate memberships (students or academic lecturers).
- Fees should be paid by **1st September** to cover the coming academic year.

Benefits

University courses which meet our criteria will be awarded CIPR Recognised Course status. We will supply a logo which can be used on websites and promotional materials.

The logo must only be used to accompany copy relating to courses which are individually approved. If it is used on a page where other courses are listed or detailed, it must be clear which courses hold recognition.

Please note that if renewal fees aren't paid then the CIPR logo must be removed from the university's website immediately.

CIPR Recognised Course Leaders' Meeting

These are not held regularly but from time-to-time course leaders of recognised courses and modules may be required to attend a virtual meeting where pertinent issues will be discussed. If the course leader is unable to attend, they can designate another member of staff with CIPR membership to attend.

Website Page

All CIPR recognised university courses will be eligible for a listing on the CIPR website, within the [Recognised University Courses](#) section.

Guidelines on format and content will be issued when recognition is initially sought, and the web page will go live once recognition is complete. Changes may only be made once per year via the annual submission.

All copy should be factual and objective. The CIPR will reserve the right to ask the course leader to change any statements which it believes contravene these principles.

The CIPR will not recommend any course above another but may develop tools to assist potential students in selecting course by location, subject, level, and content.

Initial application

Initial applications should include:

- Mapping of course content against CIPR criteria – please see Criteria section.
- A factual one-page description of the course for the website. This should give an overview of course content, objectives, destinations of previous students, links and some information about the region/city.
- Staff CVs outlining PR experience.
- At least one report from local practitioner(s) involved in the course(s) during the previous academic year. This should be a member(s) of the advisory panel or a local employer(s) who took students on work placements etc.
- General statistical Information relating to the graduating students of the previous academic year.

Subsequent amendments to initial application

These should be provided as soon as possible to maintain accurate records and should include:

- Staff/department/university changes that impact the course. Any key changes affecting the teaching team should still be notified as soon as possible in order to keep accurate records.
- Course update. This must include any changes to course content, changes to the web listing and a description of how the course is developing in response to changes in the industry.

Criteria

Full Recognition: Courses seeking full recognition must cover the following **five** areas:

1. <u>**PR Practice**</u> which might include its role and scope; writing; commissioning design and photography; media relations; campaigns; research; planning; social media / digital communications; CSR; relationship, issues, crisis and reputation management; ethics; sponsorship; pressure groups and activism; current debates and trends.

2. <u>**Communication knowledge and theory**</u> which might include the background and development of PR; systems theory; propaganda; persuasion; power; publics; co-orientation; critical perspectives on PR; excellence theory; organisational, political and social culture; change and complexity theories; rhetoric; social psychology including motivation and influence; ethical theories; how PR impacts upon society politically, socially, economically and morally.

3. <u>**Business skills and knowledge**</u> which might include IT skills, financial and budget awareness; time management; staff management; business planning; marketing and advertising.

4. <u>**Professionalism**</u> which might include codes of conduct; regulations; legal considerations and standards.

5. <u>**Specialisms**</u> which might include sector specialisations such as financial, consumer, b2b, health, environmental, leisure etc; role specialisations such as public affairs, investor relations, media relations, internal communication, crisis management, marketing communication etc.

Courses which meet four or less of the above criteria will be granted **partial recognition**.

CIPR Membership

For academic staff

- For full, partial or module recognition, we will require at least one Member (MCIPR) – preferably the Course Leader – plus an additional membership of at least Associate level (ACIPR).
- For partial recognition or recognised modules, the tutor must be at least an Associate member (ACIPR).
- CIPR membership should be sought in advance of an application and should either be in progress or agreed at the time of application. Membership will need to be activated before recognition is granted.

Student membership

Students on CIPR recognised courses are eligible to apply for CIPR Student membership (£38 per annum).

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