

CIPR Public Relations and Communication Management Certificate

Syllabus

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1.0 Introduction

The CIPR Public Relations and Communication Management Certificate is designed for graduates looking to build a career in public relations (PR) and communication or anyone with a couple of years of industry experience.

You will learn about the role of PR and communication in an organisational and societal context, and develop the knowledge and skills to confidently plan, execute and evaluate PR activities across a range of channels. This qualification is taught and assessed at a level equivalent to a Foundation degree. On successful completion of the qualification, you can progress to the CIPR Professional PR Diploma.

This qualification offers a supportive and flexible learning experience by combining approximately 48 hours of guided learning with self-directed study.

2.0 Who is the qualification suitable for?

If you are a graduate looking for a career in public relations and communication and/or you have a couple of years of industry experience, this qualification will develop your core knowledge and skills. It will also deepen your understanding of ethical practice and enable you to advance your career with confidence.

You will need to have some experience of public relations and communication activities, in an agency, in-house or voluntary role, or you might have experience in a related discipline such as marketing or journalism and wish to enter the public relations and communication profession. Please check with your chosen Accredited Teaching Centre for more details about enrolment criteria.

You can also start planning and tracking your professional development with CIPR Continuing Professional Development (CPD) and discover the benefits of Chartered PR Practitioner status.

3.0 Qualification outcomes

The CIPR Public Relations and Communication Management Certificate considers the role of public relations and communication in an organisational context, how it can contribute to society and the responsibilities of an ethical practitioner in the modern world.

On successful completion of the qualification, you will be able to:

1. Research and develop public relations and communication plans.
2. Create content that helps an organisation communicate with its stakeholders/audiences, using the most suitable channel(s), to change attitudes and influence behaviours, and/or market products and services.
3. Measure the impact of communication activities.

The syllabus comprises two units, which broadly follow the stages above and incorporate study of the concepts that underpin the tools and processes of professional public relations and communication practice.

Syllabus

Unit 1: Public Relations and Communication Planning and Evaluation

Public relations and communication operates within a dynamic communication environment, serving as a function that shapes and manages reputation as well as the relationship between organisations and their stakeholders/audiences. This also involves understanding the broader communication landscape, recognising media relations, crisis communication, internal communication and digital engagement on a global scale.

An analytical perspective is applied to encourage candidates to reflect on their own experience alongside case studies of organisations and scenarios.

Knowledge objectives

At the end of Unit 1 candidates will be able to:

- Explain how public relations and communication is positioned in a societal context.
- Explain the organisational context of public relations and communication (internal relationships, types of public relations, contribution to objectives).
- Explain and distinguish between areas of practice within corporate communications, internal communications, investor relations, public affairs, and marketing communications.

- Set and evaluate organisational goals:
 - Identify the organisation's goals and explain how public relations and communication can support them.
 - Assess how the organisation's goals influence the development of communication objectives using best practice frameworks.
 - Evaluate the extent to which PR and communication goals have been met and analyse the outcomes achieved.
 - Consider the potential impact of public relations and communication activity on the achievement of organisational goals.
 - Develop an applied understanding of the International Association for the Measurement and Evaluation of Communication's (AMEC's) evaluation frameworks (e.g., the Integrated Evaluation Framework and the Barcelona Principles) and how to use them in planning and evaluating communication activity.
- Explain relevant legal, ethical and regulatory requirements that impact on public relations and communication practice (copyright, privacy, contract plus equality, diversity and inclusion), and follow organisational governance policy, procedures and relevant codes.
- Describe the external relationships with all suppliers whether agencies, consultants or other internal and external clients.

Skills objectives

At the end of Unit 1 candidates will be able to:

- Identify issues and, if appropriate, suggest how they might be managed.
- Carry out desk research to inform and apply public relations and communication plans.
- Describe and differentiate stakeholders, influencers, publics and communities.
- Select and apply appropriate public relations and communication planning models and practical tools including project planning, stakeholder analysis, measurable objectives, key messages, strategy, and an appropriate outline of campaign resources, budgets and evaluation.
- Set communication objectives, measurement targets, outcomes and other performance metrics (for example SMART objective setting).
- Develop an understanding of and how to use AMEC's tools.
- Apply best practice recommendations in monitoring, risk assessment and measurement of public relations and communication activities.

Unit 2: Communication and Content Management

Unit 2 considers how to create, adapt and manage content communication that works; how individuals and groups react and respond to public relations and communication activities in a global context; and how public relations and communication can affect that response. It examines concepts and theories related to public relations and communication practice. It discusses how developments in technology have affected the balance between organisations, stakeholders, and publics. The key concepts and related methods underpin the study of media and social media channels, the creation of ethical and compelling content, storytelling, content management, and interpreting and using data. Candidates are encouraged to draw on their own experience alongside case study examples of campaigns and professional practice.

Knowledge objectives

At the end of Unit 2 candidates will be able to:

- Explain the dynamic role of multi-channel strategies in public relations and communication.
- Demonstrate sensitivity to contextual, cross-cultural and diversity issues in content management.
- Demonstrate knowledge of truth-telling and fact-checking and their contribution to effective relationship building.
- Appreciate the value of the power and relevance of storytelling.
- Recognise the broader aspects of misinformation, fake news and persuasion theory and how they impact reputation and relationships.

Skills objectives

At the end of Unit 2 candidates will be able to:

- Apply key concepts and related methods: raising awareness, persuasion, influencing, dialogue and listening, the power of relationships, relationship building and managing reputation in an ethical manner.
- Employ the idea of acquiring, analysing and disseminating knowledge.
- Apply knowledge of media relations, channels and channel management.
- Generate new, creative and fresh ideas for content.
- Demonstrate how new technologies, including Artificial Intelligence (AI) can be used ethically to support practical, everyday tasks.
- Demonstrate capabilities in writing strategies for content management, content strategy, social media campaign methodologies, including the repackaging of content for different channels, plus search engine optimisation (SEO).
- In the context of online and social media activity, interpret data to inform tactics.

- Apply key ethical principles for decision-making and identify barriers to ethical practice in public relations and communication.

4.0 Assessment

Candidates who successfully complete both units will be awarded the CIPR Public Relations and Communication Management Certificate.

Assessment philosophy

1. Purpose of the assessment approach

The assessments for the CIPR Public Relations and Communication Management Certificate are designed to reflect the professional standards and expectations of contemporary public relations and communication practice. They emphasise applied knowledge, ethical/legal judgement, and real-world competence. Candidates demonstrate their skills through authentic organisational tasks, ensuring relevance to the workplace and enabling the development of practical capabilities that support professional growth.

2. Maintaining assessment integrity

Assessment integrity is central to the credibility of a professional qualification. To maintain fairness and authenticity:

- Candidates are expected to base their submission on their own employer, client, or an organisation they work with or know well. This is a real-world assessment and should draw on genuine organisational context.
- Anonymisation should only be used in exceptional circumstances where confidentiality requirements make it unavoidable. In such cases, candidates must anonymise the organisation sufficiently to prevent identification of the organisation, individuals, or commercially sensitive information.
- Submissions must represent the candidate's own analysis, decision-making and interpretation.
- A short AI Ethical Use Statement must be included to ensure transparency about tool usage and protect against inappropriate automation.
- Tutors may conduct brief authenticity checks (e.g., short viva-style conversations or clarifying questions) where needed.
- Markers are trained to identify indicators of inauthentic work, including overly generic text, inconsistent tone, or inaccurate organisational references.
- Confidentiality must be respected. Candidates must not include confidential or proprietary data (such as internal financials, unpublished performance metrics, or client lists) unless they have the permission of their employer, client or

organisation, as appropriate. Publicly available data, published benchmarks, or aggregated internal data may be used.

These measures ensure that assessed work reflects real professional practice while safeguarding organisational confidentiality where necessary.

3. Importance of reflective and applied practice

At Level 5, candidates are expected to move beyond description and demonstrate the ability to:

- Analyse real organisational contexts.
- Apply relevant frameworks and models to practice.
- Justify communication decisions using evidence.
- Evaluate outcomes and articulate lessons learned.
- Reflect critically on their own approach, competence, and development.

This aligns assessment with professional standards of continuous learning, self-awareness and accountability.

4. Ethical use of AI

AI can support professional communication when used ethically and transparently.

Candidates are expected to:

- Use AI tools only to support their work, not replace their own analysis, writing or judgement.
- Verify all AI-generated outputs using credible sources.
- Ensure fabricated data, case details or stakeholder insights are excluded.
- Protect organisational confidentiality at all times.
- Submit an AI Ethical Use Statement that clearly explains how (or whether) AI assisted the process.

Improper or undisclosed use of AI undermines assessment integrity and may result in a fail result and/or an investigation under the CIPR Academic Malpractice Policy.

5. Ensuring global parity and fairness

This CIPR qualification is delivered to candidates working in diverse organisations across the world. To maintain fairness:

- Assessments focus on universally applicable PR principles rather than country-specific practices.

- Tasks require the use of local organisational contexts, ensuring all candidates can access relevant data.
- Content can draw on local languages or cultural settings, but submitted work must include clear, accurate translation into English and explanation.
- Marking criteria emphasise application of principles, not geographic media knowledge.
- Candidates may draw on any industry recognised published framework that can be referenced.

This ensures every candidate – regardless of country, sector, or scale of organisation – can meet the requirements on equal terms.

6. Assessors' expectations

Assessors will be looking for:

- Clear, accurate and relevant analysis
- Evidence informed decision-making
- Use of appropriate PR and communication frameworks
- Realistic and feasible recommendations
- Ethical awareness, including around AI and misinformation
- Coherent structure and professional presentation
- Demonstration of learning through the candidate's own organisational context

Assessment overview:

The CIPR Public Relations and Communications Management Certificate is assessed across two units. Each unit comprises three components: A, B and C.

Students should submit all three components per unit at the same time i.e., a student cannot submit Unit 1 Component A, and then Component B at a later date. Only units comprising the three components will be considered a 'complete' submission appropriate for marking.

In order to pass and obtain the qualification, the student must complete all three components across the two units.

To achieve an Excellent Pass in the marking criteria (see Pages 14-15, and 17-18), candidates must show depth, insight and strategic understanding beyond the minimum requirements, supported by a well-reasoned and concise narrative.

Unit 1: Public Relations and Communication Planning and Evaluation

Purpose

This assessment enables candidates to demonstrate their ability to research and analyse the organisation’s communication environment, identify and prioritise stakeholders/audiences, define communication objectives, apply planning models, and outline how they will measure and evaluate communication activities. The assessment requires candidates to focus on one real issue or opportunity in their own workplace (paid or voluntary). This ensures they have access to authentic data, benchmarking, and context.

Qualification outcomes

Successful candidates will be able to:

Research and develop public relations and communication plans.	Unit 1 Component A, B, C Unit 2 Component C
Create content that helps an organisation communicate with their audience/stakeholders, using the most suitable channel(s), enabling a change of attitudes and being able to influence behaviours, and/or market products and services.	Unit 2 Component A and B
Measure the impact of communication activities.	Unit 1 Component C Unit 2 Component B

Component A: organisational context and issue analysis (1,500 words +/-10%)

You must analyse the communication landscape of your own chosen organisation, using desk research and appropriate planning tools. Your analysis must go beyond description. You should evaluate why the issue matters, assess organisational readiness, and prioritise stakeholder groups.

You must include:

1. Organisational and societal context

Outline where PR and communication sits within the organisation showing relevant areas of practice (e.g., corporate communications, internal communications, marketing communications, public affairs) and how PR activity supports organisational goals.

2. Identification of a live communication issue or opportunity

Choose a real challenge (e.g., stakeholder dissatisfaction, internal communication change, reputational risk, engagement decline, digital performance gap). This should be evidenced, where appropriate, by an audit of the organisation's macro, meso and/or micro communications environment(s), giving consideration to risk, implications and impacts.

3. Stakeholder mapping

Identify and prioritise stakeholders, influencers, publics, and communities, then use an analysis tool such as Mendelow's Matrix or the Salience Model and provide a short rationale for your choices.

4. Legal, ethical and regulatory considerations

Explain the specific ethical, legal and governance issues relevant to the situation (e.g., privacy, confidentiality, copyright, use of data, Equity, Diversity and Inclusion).

5. Brief benchmarking snapshot

Compare your organisation's current communication performance with at least one competitor or comparator, OR at least one previous internal campaign. This should be achievable using internal data or publicly accessible information. In practice, candidates should approach it in the following way:

a) Identify a suitable point of comparison.

Choose one competitor, comparator organisation, or a previous internal campaign. The choice should be realistic and relevant to the organisation's communication activity.

b) Decide which objectives you are benchmarking.

Select the communication objective(s) you want to compare — these will typically align with the objectives developed later in Component C. Examples include:

- Brand visibility
- Social media engagement
- Message consistency
- Website traffic
- Audience sentiment
- Media presence or share of voice

The key is to benchmark against something meaningful and directly linked to communication performance.

c) Gather data using accessible tools and sources.

Candidates can use a mix of internal data and publicly available information, depending on what their organisation allows. This may include:

- Social media analytics (native platform insights or third-party tools)
- Share of voice or sentiment tools
- Website analytics
- Content performance metrics
- SEO/keyword visibility tools

Examples of publicly accessible sources include:

- Award entry case studies
- Company annual reports and websites
- Social media channels
- Companies House filings
- Ofcom Media Use reports
- Office for National Statistics data
- European Communication Monitor Benchmarking Tool
- AMEC Measurement Maturity Mapper (M3)
- Email marketing benchmark reports (e.g., GetResponse)
- SEO tools such as Semrush or Ahrefs

Candidates are not expected to use all of these — just those that are appropriate and accessible.

d) Keep the snapshot focused and concise.

This section is only around 300 words, so candidates should:

- Focus on one or two clear objectives.
- Select a small number of relevant metrics.
- Summarise the insight rather than provide extensive data tables.

The aim is to show an understanding of how to compare performance, not to produce a full evaluation report.

e) Protect confidentiality while still providing insight.

If internal organisation information cannot be shared in its entirety, candidates may:

- Use percentage increases/decreases instead of absolute numbers.
- Aggregate internal data.
- Rely on qualitative comparisons where appropriate.

Both qualitative and quantitative insights are valid. The purpose is to establish what 'good' looks like and where the organisation sits in relation to that.

f) Real-world context matters.

Benchmarking is more challenging when candidates use case study organisations they do not work with. However, CIPR qualifications are designed to be practical, vocational and grounded in real organisational experience, not theoretical exercises. This is why candidates are strongly encouraged to use their own employer or client organisation.

6. Ethical AI Use Statement (100–150 words)

State which AI tools you used (if any), and if used, how you ensured factual accuracy and how you protected organisational confidentiality.

Component B: live recorded briefing (700 words +/-10% i.e., 5 minutes + 5 slides)

Create a short, recorded presentation as if addressed to a senior leader in your organisation. You must verbally justify at least one strategic choice you make in addressing the communication issue or opportunity you have identified. It must include: the key findings from Component A, the communication issue or opportunity you recommend addressing, the proposed communication objectives (SMART and AMEC-aligned) and an overview of how it links to strategic organisational direction and expected outcomes.

The recording must feature you speaking to camera. Your tutor will advise you whether this can be submitted as a complete recording, or if you will deliver live to the tutor who will record.

Reasonable adjustments

Speaking to camera may present a barrier for some candidates, including those who are neurodivergent, experience anxiety or have other health-related conditions. Teaching centres must ensure that reasonable adjustments are available to enable equitable access to assessment while preserving the intended learning outcomes of this component. Candidates should be encouraged to discuss any reasonable adjustment requirements with their tutor at an early stage. Alternative formats may include audio-only recordings, use of slides with in-person verbal narration, or other agreed formats that allow candidates to demonstrate the required skills and knowledge.

Component C: PR planning and evaluation outline (800 words +/-10% including simple tables)

Provide a concise, practical plan to address the issue you identified in Component A. You must explicitly reference at least one recognised planning and/or evaluation model (even if adapted), and the plan should include the following:

1. Communication objectives

Minimum of two, outcome-focused, SMART, aligned to AMEC principles.

2. Strategic summary

Clear, concise explanation of the intended direction and rationale.

3. Key messages

4. High-level tactics and resource implications

A short table is encouraged. Focus on feasibility and not a detailed budget plan.

5. Monitoring and evaluation approach

Clear explanation of how success will be measured, the data sources and tools, how benchmarking will be used, and expected outputs, outtakes and outcomes. You must include at least one outcome-level metric and one behavioural indicator.

Marking criteria

Your performance will be assessed on your ability to demonstrate the following:

Knowledge

- Position public relations and communication in societal and organisational contexts
- Demonstrate understanding of internal roles, stakeholder relationships and governance
- Explain ethical, legal and regulatory considerations

Skills

- Conduct desk research
- Identify and analyse stakeholders
- Apply planning models and frameworks
- Set measurable communication objectives
- Outline monitoring, measurement and evaluation processes
- Communicate professionally in written and verbal formats

Fail: insufficient analysis, weak understanding, poor consideration of ethical issues, lack of originality.

Pass: competent, accurate, professional, clear application of models.

Excellent Pass: insightful, strategic, analytically strong, excellent professional judgement.

CRITERIA	FAIL (below pass standard)	PASS (meets the standard)	EXCELLENT PASS (exceeds the standard)
1.	Provides inaccurate, incomplete or generic organisational context.	Clearly explains organisational context and relevant communication practices.	Provides nuanced, insightful organisational analysis demonstrating excellent awareness of societal context.
2.	Fails to identify a genuine organisational communication issue.	Identifies a realistic and relevant communication issue/opportunity.	Identifies a strategically significant issue supported by strong evidence.
3.	Uses incorrect or superficial stakeholder analysis.	Completes a stakeholder map using an appropriate tool.	Produces a robust, well-prioritised stakeholder analysis with clear justification.
4.	Demonstrates little or no understanding of ethical/legal considerations.	Demonstrates correct application of key ethical and legal concepts.	Applies ethical, legal and governance frameworks with maturity.
5.	Provides no usable benchmarking.	Provides valid, basic benchmarking (competitor or historical comparison).	Provides high-quality benchmarking that enhances planning and evaluation.
6.	Sets vague or non-measurable objectives.	Sets SMART, outcome-based objectives linked to AMEC principles.	Designs rigorous, outcome-orientated communication objectives with strong alignment to AMEC principles.
7.	Applies planning models inaccurately or not at all.	Applies a recognised planning model appropriately.	Demonstrates strong strategic thinking and clarity of narrative in the plan.
8.	Provides an insufficient or irrelevant evaluation approach.	Provides a workable, coherent evaluation approach.	Provides an evaluation design showing depth, sophistication and feasibility.
9.	Recorded briefing is unclear, incorrect, overly scripted, or lacks insight.	Delivers a clear, competent recorded briefing with appropriate professional tone.	Delivers an engaging, confident briefing demonstrating understanding and critical thinking.
10.	Shows evidence of fabricated content, unverifiable claims or improper AI use.	Completes an honest, transparent AI Ethical Use Statement.	Demonstrates advanced reflection on ethical and responsible AI use.

Not all criteria are weighted equally.

“Stakeholder analysis” and “Objectives” account for the highest weighting in Unit 1. It is possible to FAIL if only one or two criteria are scored within this banding. To achieve an EXCELLENT PASS, at least 8/10 criteria must be scored within this banding.

Notes

- Real organisational context is essential (employment, client or volunteering). Candidates may disguise names if confidentiality requires it (but only if approved by the tutor and the CIPR)
- Unit 1 includes a mandatory recorded briefing. Tutors may hold short authenticity checks, if needed. Tutor guidance should be supportive, not coaching toward answers
- When marking, tutors will be looking out for:
 - Overly polished or generic AI-style text
 - Content that doesn't match organisational context
 - Inconsistencies between written and spoken work

Unit 2: Communication and Content Management

Purpose

This assessment evaluates your ability to create ethical, effective communication content, adapt it appropriately for multiple channels and audiences, understand storytelling and persuasion, manage misinformation risks, interpret data, and use AI responsibly and ethically. You must base your work on a real communication objective from your own organisation, client or volunteering work.

Component A: story development and multi-channel content adaptations (1,000 words +/-10%)

Using one real communication goal from your employer, client or volunteering organisation, you will produce:

1. A core organisational story (300-400 words)

Create a compelling, factual organisational story that: uses storytelling principles, shows cultural sensitivity, reflects truth-telling and verified information and aligns with a persuasion theory of your choice (e.g., Elaboration Likelihood Model, social proof).

You must explicitly name and apply your chosen theory.

2. Three pieces of adapted content (approximately 600 words total across formats)

Produce content for three different channels, e.g. a short press release, a social media post, an internal staff update, a video script (60-90 seconds), a blog introduction, or a community notice.

At least one must be adapted for a different cultural or linguistic context (for example an overseas audience), with a short explanation of your choices. Your adaptation must clearly demonstrate at least one cultural consideration such as language register, imagery, platform choice, or stakeholder expectations.

Component B: micro social media plan and data interpretation (900 words +/-10%)

You will develop a 5-7 day micro-campaign including:

1. Channel strategy (200 words)

Explain why selected channels suit your audiences, considering: behaviour, culture and diversity, accessibility, risk, and, moderation.

2. Mini content calendar (a table is encouraged and must be included in word count)

Plan 5-7 posts, each of which includes: objectives and a simple KPI for each, short content description and one adaptation for a different market/region. The KPI is a measurement metric selected specifically to monitor the progress and success of a SMART objective. Output objectives will have their own KPIs, as will outtake and outcome objectives.

3. Data interpretation (400-450 words)

You will benchmark against your organisation's own campaign data (for guidance see Unit 1, Component A, Section 5 on page 11). Select a campaign to benchmark your micro-campaign against: identify insights, diagnose performance issues (reach/engagement/sentiment), recommend tactics and state the ethical limitations (biases, misinterpretation, privacy boundaries).

Component C: ethical reflection on AI, misinformation and content practice (600 words +/-10%)

Using an established reflective practice model/structure, you will reflect on: ethical decision-making in your content, risks of misinformation and persuasion, barriers to ethical practice in your organisation, your own use (or deliberate non-use) of AI and how you ensured accuracy and cultural appropriateness.

Your reflection must reference at least one recognised ethical framework (e.g., CIPR Code of Conduct).

Marking criteria

Your performance will be assessed on your ability to demonstrate the following:

Knowledge

- Demonstrate application of the role of social media in PR
- Apply concepts of storytelling, misinformation and persuasion theory
- Incorporate cultural and diversity considerations

Skills

- Create accurate, ethical content
- Adapt content for multiple audiences and channels
- Interpret social media data
- Manage digital communication ethically
- Use AI responsibly
- Develop micro-campaigns and content strategies

Fail: inaccurate or unethical content, poor analysis.

Pass: professional, appropriate, culturally aware, data-informed.

Excellent Pass: highly creative, strategic, ethically sophisticated.

CRITERIA	FAIL (below pass standard)	PASS (meets the standard)	EXCELLENT PASS (exceeds the standard)
1.	Produces inaccurate, generic or inappropriate content.	Creates accurate, ethical content aligned to organisational objectives.	Produces highly compelling, well-crafted content informed by storytelling theory.
2.	Shows misunderstanding of audiences, channels or cultures.	Produces a coherent story based on fact-checked information.	Shows sophisticated audience, channel and cultural insight and delivers an engaging, well crafted, accurate story.
3.	Fails to apply storytelling and/or persuasion theory correctly.	Adapts content appropriately across channels.	Demonstrates creativity and strategic alignment across channels.
4.	Provides content that is ethically problematic or unverified.	Demonstrates cultural sensitivity and audience awareness.	Shows excellent understanding of cultural nuance and global considerations.
5.	Shows poor social media planning or missing KPIs.	Produces a workable social media plan with clear objectives and KPIs.	Provides a sophisticated, data-driven social media plan.

6.	Demonstrates an incorrect interpretation of the dataset.	Provides correct interpretation of the dataset using reasonable insights.	Interprets data at a high analytical level, identifying subtle patterns or risks.
7.	Fails to recognise misinformation or ethical risks.	Identifies key ethical considerations and misinformation risks.	Provides exceptional ethical awareness and advanced insight into AI, misinformation and persuasion.
8.	Provides an inadequate or dishonest AI reflection.	Provides a clear, honest reflection on AI and ethical practice.	Reflects deeply and professionally on practice and values.

Not all criteria are weighted equally. The assessor decides which descriptor best matches the work and awards that grade. Poor performance in one area can be compensated for by good performance elsewhere.

“Content quality” and “Data interpretation” account for the highest weighting in Unit 2. It is possible to FAIL if only one or two criteria are scored within this banding. To achieve an EXCELLENT PASS, at least 6/8 criteria must be scored within this banding.

Notes

- Real organisational context is essential (employment, client or volunteering). Candidates may disguise names if confidentiality requires it (but only if approved by the tutor and the CIPR).
- When marking, tutors will be looking out for:
 - Overly polished or generic AI-style text
 - Content that doesn’t match known organisational context
 - Inconsistencies between written and spoken work

Word count

Unit 1

Component A: 1,500 words (+/-10%)

Component B: 700 words (+/-10%) i.e., 5 minutes + 5 slides

Component C: 800 words (+/-10%)

Unit 2

Component A: 1,000 words (+/-10%)

Component B: 900 words (+/-10%)

Component C: 600 words (+/-10%)

The word count for each task and the total word count, must be recorded on the cover sheet and at the end of the relevant text in the main documents.

Bibliographies and footnotes are not included in the word count but should include references to any internal and external documents used. Footnotes must not contain appendices or be used to include additional text that should have been in the main body of the work.

Candidates are allowed a +/- 10% leeway on the total word count for the assignment and must ensure they DO NOT exceed the +10% tolerance. Anything above this allowance will have a detrimental effect on the grade awarded. No grading reduction will be implemented if the assignment is below the -10% word tolerance but doing so could result in a fail if tasks have not been adequately addressed.

5.0 Referencing

Teaching Centres must provide adequate guidance to candidates on appropriate methods of referencing that are suitable for a business document.

As candidates are CIPR members, they are referred to the CIPR's [member guidance on integrity](#) especially in relation to transparency and confidentiality when using AI tools. This guidance will be regularly updated.

6.0 Further information

CIPR Course Regulations
CIPR Public Relation and Communication Management Certificate Candidate handbook