

International School
of Communication



Advanced Professional Diploma in Communication and Public Relations

A 12-month part-time postgraduate qualification in
Dubai, London and Brussels



L O N D O N | B R U S S E L S | D U B A I

CONTENTS

One-year Advanced Diploma programme	3
Executive summary	4
A vocational “mini-Master’s” in communication	5
Locations	6
Practical and stimulating learning	8
International School of Communication	9
Accreditation	10
Syllabus	11
Modules	12
1. Designing a world-class communication strategy	13
2. Managing communication departments and campaigns	14
3. Internal communication and employee engagement	15
4. Strategic media engagement	16
5. Managing and directing strategic events	17
6. Writing and editing high-impact communication resources	18
7. Strategic communication in online social media	19
8. Crisis communication	20
9. Essential soft skills: presentation, facilitation and negotiation	21
10. Individual project	22
Faculty	23
Schedule	26
Admissions	27

ONE-YEAR ADVANCED DIPLOMA PROGRAMME



The ISOC Advanced Professional Diploma in Communication and Public Relations is a 12-month part-time postgraduate programme designed for senior communication professionals.

The course comprises six weeks of full-time study, spread across three two-week sessions in London, Brussels and Dubai – a unique opportunity for immersion in three of world's most cosmopolitan cities and dynamic hubs for professional communication.

ONE OF A KIND

Public relations is a fast-growing industry in dynamic transformation.

Reputation is big business, and up-to-date knowledge and abilities are essential to strategic communication in a constantly evolving landscape.

In such a competitive and challenging job market, employers need fully rounded communication professionals with relevant, practical skills – not abstract theory.

The ISOC Diploma is unique worldwide: it is the only independently accredited postgraduate vocational qualification for our profession. It is globally recognised and respected for its practical focus: the ISOC Diploma is built to develop senior strategic thinkers who can also put communication to work.

EXECUTIVE SUMMARY



The **syllabus** covers global best practice, innovation and strategic thinking across all disciplines of communication and public relations.

The **faculty** are active director-level communication professionals with decades of front-line experience, not career academics.

The **qualification** is backed by a strong partnership. Training is delivered by Pinnacle PR, the world's largest specialist communication and PR training company. The Diploma is awarded, accredited and independently audited by Edexcel, the world's largest qualification provider.

The **high-level** content and application criteria attract a select and talented cadre of mainly director-level learners, providing a stimulating peer environment and a fruitful alumni network.

The **schedule** minimises the disruption of time away from the workplace and maximises its value through immersion in three of the world's primary centres of innovation in communication.

The **learning format** minimises demands on time outside the classroom, with around two-thirds of assessment conducted in-class and no more than one written assignment per month.

IN BRIEF

- One-year international Diploma programme
- Six weeks' full-time study spread over 12 months
- Two weeks each in London, Brussels and Dubai
- Globally recognised postgraduate qualification
- Independently accredited and awarded by Edexcel
- Vocational focus builds relevant, real-world skills
- Innovative syllabus covers fresh global best practice

A VOCATIONAL “MINI-MASTER’S” IN COMMUNICATION



The ISOC Diploma is the same academic level as a Master’s degree. The main difference is size: the Diploma involves around half the learning time and around half the cost.


The ISOC Diploma’s main advantage over academic programmes is its practical real-world focus. The Diploma is the world’s only vocational qualification in communication at the top postgraduate level. It is designed ground-up to build workplace skills that employers demand, not abstract theory.

The ISOC Diploma is widely recognised both as a standalone qualification and as a Master’s foundation programme. Universities typically require minimal further study plus a dissertation to convert an ISOC Diploma to a Master’s degree.

IN BRIEF

The ISOC Diploma is a vocational mini-Master’s in communication: more practical and workplace-focused than an academic Master’s, equal in difficulty and status, but also smaller, quicker, more flexible and affordable.

LOCATIONS



The programme is taught in two-week blocks in three of the world's most dynamic and innovative centres for professional communication. The rationale is to immerse learners in a full spectrum of innovative strategic communication concepts and practices, on the ground. Guest speakers and field visits expose learners to the latest innovations and international practices.



DUBAI

- Undisputed hub of the communication industry for Middle East, Africa and South Asia
- Model of best practice in creative and opportunistic campaigning
- Vision of the future of strategic communication in fast-developing emerging markets



LONDON

- Global home of the international communication industry
- Centre of excellence and best practice in agency and in-house communication
- Major centre of innovation in social media communications and online PR



BRUSSELS

- Home to the world's largest and most diverse press corps
- State-of-the-art institutional media management (EU, NATO etc.)
- Centre of excellence and innovation in advocacy and public affairs

PRACTICAL AND STIMULATING LEARNING



WHAT TO EXPECT

ACTIVE LEARNING

Concise briefings on best practice are complemented by multimedia resources and interactive learning activities such as workshops, role-plays, case study analysis, coaching, brainstorming and structured group discussions. You will not have to sit passively through long lectures.

PRACTICAL LEARNING

The programme is heavy on reality and light on theory. Each session introduces the concepts clearly, then focuses on real-world skills that connect the big picture to your everyday work.

EXPERT FACULTY

Course leaders, trainers, tutors and coaches are all senior hands-on PR and media professionals with at least 15 years' experience in the field. They are not career academics -- all are active and innovating in their subject area.

STIMULATING EXPERIENCE

The learning experience is varied and intellectually stimulating with a relaxed and professional style. Course leaders are good-humoured enthusiasts who will make your time enjoyable and leave you inspired as well as informed.

INDIVIDUAL

Your group will be small – no more than 10 people – and composed of senior peers with whom to share knowledge and experience. You will get personal attention for the issues that matter to you.

LEARNING ENVIRONMENTS

Our training centres are bright, modern, centrally located, and a pleasant place to learn. Classrooms are equipped in boardroom style with the latest learning technology.

INTERNATIONAL SCHOOL OF COMMUNICATION (ISOC)



THE INSTITUTION

The International School of Communication (ISOC) is run by the world's largest communication and PR training company, Pinnacle, and audited by the world's largest professional qualification body, Edexcel. It is supported by a multi-disciplinary Advisory Board comprising senior operators from across the globe. Advisory Board members play a substantive role in driving ISOC innovation and in assuring programme integrity.

Pinnacle has headquarters in London, offices in Dubai, Brussels, Bahrain and Mumbai, operations in Hong Kong, Singapore and Kuala Lumpur, and clients in more than 50 countries.

Pinnacle has a 10-year track record of delivering award-winning specialist communication and PR training to public and private organisations of all sizes, including blue-chip companies and national governments.

Pinnacle is accredited, inspected and audited by two separate UK government-regulated training authorities: Edexcel and the British Accreditation Council (BAC)

PINNACLE ALUMNI INCLUDE:

- 10,000+ frontline communications professionals
- Two Prime Ministers
- 12 Royals
- 50 CEOs
- 75 Cabinet Ministers
- 120 Members of Parliament
- 250 Board Directors

ACCREDITATION



The ISOC Diploma is accredited by Edexcel, the world's largest qualification provider and one of the UK's largest examination boards.

- Edexcel is owned by Pearson, the world's largest education company.
- Edexcel qualifications are recognised worldwide by employers and by universities.
- Edexcel conducts rigorous quality control audits of ISOC Diploma training and awards certificates to successful candidates.

KEY FACTS ABOUT EDEXCEL

- Edexcel awards two million qualifications globally each year
- 5,500 education partners
- Active in 110 countries



SYLLABUS

MODULES

1

Designing a world-class communication strategy

6

Writing and editing high-impact communication resources

2

Managing communication departments and campaigns

7

Strategic communication in online social media

3

Internal communication and employee engagement

8

Crisis communication

4

Strategic media engagement

9

Essential soft skills: presentation, facilitation and negotiation

5

Managing and directing strategic events

10

Individual project

MODULE 1

DESIGNING A WORLD-CLASS COMMUNICATION STRATEGY



This module provides a contextual framework for the many applications of communication and PR. It establishes the primacy of the communication strategy as the driving force behind all communication activity and its crucial relationship to business decision making. It reviews best practice in developing, evaluating and presenting sophisticated communication strategies.

- Reputation, stakeholder and behaviour management
- Strategic stakeholder mapping and audience segmentation
- Communication channel analysis
- Conducting a communications audit
- Communication goals and objectives
- Positioning, messages and proof points
- Best practice communication strategy framework design

MODULE 2

MANAGING COMMUNICATION DEPARTMENTS AND CAMPAIGNS



This module focuses on the detailed planning and execution of communication projects, campaigns, programmes and day-to-day activities within the framework of a strategy. It is about the systematic process through which a communication strategy is translated into effective action.

- Strategic campaign design and tactic selection
- Time and resource planning
- Universal platforms for effective campaigns
- Mixed-media, behaviour-change and long-term (iterative) campaigns
- People management and leadership for PR teams
- Appointing and managing agencies and partners
- Designing and managing a communication department
- Blueprints for policies, processes, manuals, materials and resources

MODULE 3

INTERNAL COMMUNICATION AND EMPLOYEE ENGAGEMENT



This module highlights the importance of internal communication in propagating shared values within an organisation. It covers how to leverage IC in staff recruitment, retention, motivation and productivity, and to cultivate knowledge sharing. Learners analyse the main conceptual models for internal communication and the communication channels through which it is implemented.

- Internal communications in change management
- Internal communication strategy and planning
- Organisational models for internal communications
- Defining value sets and internal brands
- Aligning internal communications with business goals
- Internal communications tools, platforms, channels, systems and processes
- Managing internal campaigns and programmes

MODULE 4

STRATEGIC MEDIA ENGAGEMENT



This module provides insight into how journalists think, make decisions about news, and work with communication and PR professionals. Learners gain a thorough understanding of the media landscape and its dynamics and develop their ability to deliver effective media interviews through on-camera interview simulation and coaching.

- Understanding and working with journalists
- Building news judgment to maximise coverage
- Navigating news dynamics and newsgathering processes
- Preparing and coaching spokespeople
- Preparing and managing press conferences
- Top-level engagement with senior journalists and editors
- Managing conflict situations such as hostile or inaccurate coverage
- Spokesperson and media interview skills: on-camera coaching

MODULE 5

MANAGING AND DIRECTING STRATEGIC EVENTS



This module covers the strategic approaches involved in planning, managing and directing high-profile events that support an organisation's communication strategy. It looks beyond the practical, tactical business of everyday event management to the skills that managers require in strategic oversight of reputation-sensitive events.

- Planning and preparation
- Team selection and management
- Risk assessment and mitigation
- Managing venues and suppliers
- Strategic decision-making
- Troubleshooting and event crisis management
- Moderating and chairing

MODULE 6

WRITING AND EDITING HIGH-IMPACT COMMUNICATION RESOURCES

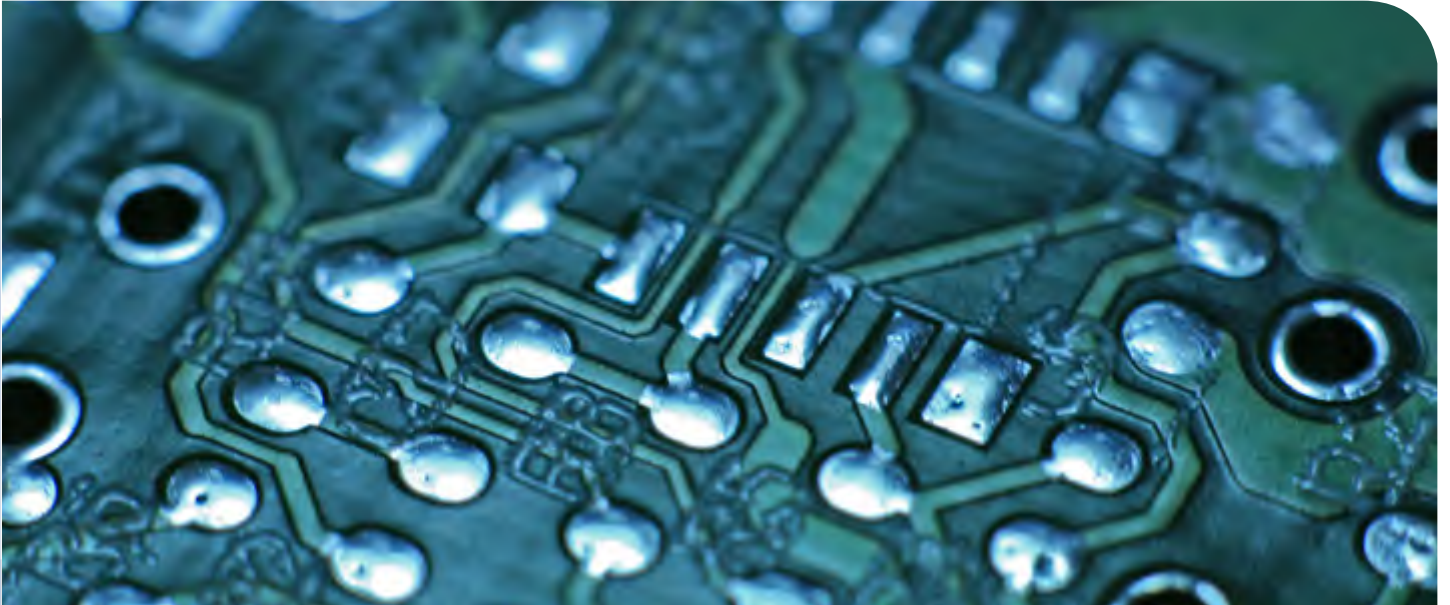


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- Reputation, stakeholder and behaviour management
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- Communication channel analysis
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- Positioning, messages and proof points
- Best practice communication strategy framework design

MODULE 7

STRATEGIC COMMUNICATION IN ONLINE SOCIAL MEDIA



This module examines the state of the art in the online landscape and the practicalities of adapting communication to innovations in online channels, technologies and trends. It takes a practical tool-based approach to communicating on the primary social media platforms, based on best the latest industry best practice.

- Principles of online communication
- Understanding the landscape, themes, trends and principles that are essential to success
- Building systems, processes and human capacity for online communication
- How to design a comprehensive online communication and PR strategy
- Using the primary online technologies to influence perceptions, change behaviour and manage reputation
- Online toolbox: how strategic PR works on Facebook, YouTube, Google and Twitter

MODULE 8

CRISIS COMMUNICATION



This module requires learners to master the resources and systems that an organisation must put in place well in advance of a crisis in order to respond effectively when disaster strikes. It focuses on optimising communication in the crucial period immediately after a crisis – the “golden hour”. Learners explore the dynamics of how the news media and online social media cover crisis events, and develop the skills to interact effectively with journalists under pressure during a crisis.

- Crisis communication strategy
- Crisis radar: risk assessment, issues mapping and early warning
- Crisis systems, teams, protocols, resources and planning
- Crisis response: seizing the golden hour
- Crisis messaging and positioning
- Online crisis communication
- Crisis media engagement

MODULE 9

ESSENTIAL SOFT SKILLS: PRESENTATION, FACILITATION AND NEGOTIATION



Presentation and facilitation skills are fundamental to the communication and public relations profession and underpin almost all other disciplines. This module develops learners' skills across a range of important "soft skills" involved in becoming confident personal communicators, team leaders and influential members of their organisation.

- Voice and body language
- Presentation coaching
- Managing and chairing meetings
- Moderating and facilitating
- Negotiation strategies and techniques

MODULE 10

INDIVIDUAL PROJECT



ROLLING TEAM PROJECT

Throughout the programme, learners collaborate in teams on a rolling project simulating realistic communication challenges as applied to the topics currently being studied. The project develops according to their own initiative as the sessions progress, embedding a constructive approach to teamwork and providing scope for creativity and lateral thinking in linking core topics to everyday applications.

INDIVIDUAL PROJECT

Each learner is required to apply best-practice concepts and techniques acquired in the programme to his or her own workplace by completing an individual project. Many learners choose a project based on a specialist topic studied as part of the programme. Projects are especially valuable when they produce practical resources relating to challenges and opportunities facing a learner's own organisation.

Projects are completed under the supervision of a senior tutor, and form part of the assessment. Examples of projects include:

- A PR audit analysing a company's communication function
- A situation analysis of a company's communication environment
- An issues management and reputational risk assessment
- A public relations research project, such as a focus group programme
- A sub-strategy, such as for online or crisis communication
- A strategic execution plan, such as for a major event or campaign

An overhead view of three women sitting at a long, dark wooden conference table in a bright office. The woman on the left is wearing a red ruffled top and is typing on a laptop. The woman in the middle is wearing a dark blazer and is also typing on a laptop. The woman on the right is wearing a black top and is looking at a laptop. On the table, there are various items including a remote control, pens, a glass of water, a coffee cup, and a tablet displaying a grid of images. The office has large windows in the background and orange chairs.

FACULTY

TRAINERS



Gareth Harding

Senior international journalist; ex-LSE, EU speechwriter, Wall St Journal and Time reporter.



Anne Bleeker

Senior communications director; ex-Jumeirah communications director, FuturePipe VP-communications.



Felice Hawley

Senior journalist, ex-CNN producer; ex-Hoover's chief editor.



Philip Dewhurst

Senior communications director; ex-Gazprom and BNFL head of PR, ex-Weber Shandwick UK CEO, ex-CIPR President.



Roger Hayes

Senior PR director; ex-head of PR for Ford, EMI Music and British Nuclear Industry Forum.



Kelly Freeman

Senior government communications expert; ex-head of PR at four UK government ministries. Ex-Master of the Guild of PR.



Selina Haylock

Senior international communications director; ex-ReputationInc., ex-Ruder Finn, ex-InterScience.



Will Hardie

Senior communications director and strategist; ex-Reuters, ministerial adviser.



Dr Richard Margrave

Senior communications strategist. Ex-UK ministerial adviser, LSE PhD and Oxford lecturer.



Stuart Bruce

Online communication expert;
Former advisor to UN; GSK; HSBC,
etc.



Bexta Tierney

Public speaker; Master of
Ceremonies; presenter and trainer.



Zena Martin

Senior communications director;
Ex-MD of two UK PR agencies and
senior director at H&K.



Elsbeth Smedley

Senior PR director; ex-head of
Edelman Brussels.



Jenni Perry

Senior PR strategist; ex-Pfizer
head of communications; PR
advisor to British royal family.



Adrian Wheeler

Senior communications director;
ex-Chairman of GCI Europe;
member of Cambridge University
Vice-Chancellor's Communications
Panel.



Greg de Polnay

Renowned voice and presentation
coach. Member of the Institute
of Training and Occupational
Learning (ITOL).



Samantha Wood

Senior communications
director; ex-Hilton corporate
communications director.



Veronica Scheubel

Global authority on corporate
responsibility; ex-Nokia.



Lionel Zetter

Senior public affairs expert;
former President of the Chartered
Institute of Public Relations.

SCHEDULE



DATES AND LOCATIONS

Semester 1: Dubai

19 Feb – 1 March 2012

- Designing a world-class communication strategy
- Managing communication departments and campaigns
- Internal communication and employee engagement

Semester 2: London

11-22 June 2012

- Strategic media engagement
- Managing and directing strategic events
- Writing and editing high-impact communication resources

Semester 3: Brussels

3-14 December 2012

- Strategic communication in online social media
- Crisis communication
- Essential soft skills: presentation, facilitation and negotiation

ADMISSIONS



Admissions - apply online at www.isoc.com/diploma

MINIMUM REQUIREMENTS

The ISOC Diploma is restricted to senior professionals.

Applicants must have a minimum of five years' experience in a professional role, and an undergraduate or equivalent degree from a recognised and accredited institution.

COST

The total fee is **£17,500 (+VAT/TVA)**, payable in three instalments.

Fees are due one month before each semester:

- 19 February 2012 semester 1
- 11 June 2012 semester 2
- 03 December 2012 semester 3

Fees exclude travel and accommodation. Discounted rates are available at conveniently located hotels:

- Dubai: Radisson Blu, Dubai Media City
- London: Radisson Edwardian Kenilworth Hotel
- Brussels: Sofitel Louise

diploma@isoc.com
www.isoc.com/diploma



DUBAI

PO Box 502176
Dubai Media City
United Arab Emirates

T: +971 4 4464824
F: +971 4 4298634

LONDON

12th Floor, Parker Tower,
London WC2B 5PS
United Kingdom

T: +44 (0) 20 72 50 42 90
F: +44 (0) 20 72 50 42 52

BRUSSELS

Rue Ducale 83
B-1000 Brussels
Belgium

T: +32 (0) 2 513 06 33
F: +32 (0) 2 513 13 21