



المنظمة العربية للتربية والثقافة
جامعة الدول العربية

الدبلوم الدولي المهني للعلاقات العامة
International Professional Diploma
in Public Relations

CIPR

CHARTERED INSTITUTE
OF PUBLIC RELATIONS



الشبكة العربية
للتواصل والعلاقات العامة
ARAB NETWORK
For Communication
and Public Relations

INTERNATIONAL PROFESSIONAL DIPLOMA IN PUBLIC RELATIONS

EQUIVALENT TO A MASTER'S DEGREE IN PUBLIC RELATIONS IN UK

The Arab Administrative Development Organization (ARADO) – League of Arab states (LAS), and the Chartered Institute of Public Relations (CIPR) have signed an agreement to support their mandate of developing knowledge, skills and competencies of professionals in the Arab world in the field of Communications and Public Relations. As a result ARADO has become the Accredited Teaching Center (ATC) for CIPR, and has launched the “International Professional Diploma in Public Relations” with the aim of engaging Arab Professionals, and adding value to the field.


About

The Chartered Institute of Public Relations CIPR:

Founded in 1948, The Chartered Institute of Public Relations (CIPR) is the only Royal Chartered professional body for public relations practitioners in the UK and overseas with nearly 10,000 members worldwide. CIPR is considered the leading representative body for the PR profession and Industry in Europe.

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It aims at advancing professionalism in Public Relations by making its members accountable through a code of conduct, developing policies, representing its members and raising standards through education and training.

CIPR professional qualifications are designed to give you the knowledge, confidence and resilience to thrive in public relations. Professional education is fundamentally about knowledge. As you progress through your career, what you learn through a CIPR qualification will enable you to become a forward-thinking, strategic communicator.



ARADO

The Arab Administrative Development Organization:

The Arab Administrative Development Organization (ARADO) is a leading non-profit organization affiliated with the League of Arab States. It was founded in 1961 with the mandate of promoting and advancing administrative development in the Arab region. ARADO has pioneered professional development education for more than 50 years. It provides a wide range of programs and services that combine practical experience with a global mindset.

The Arab Network

for Communication and Public Relations ANCPR:

The Arab Network for Communication and Public Relations (ANCPR) emanated from recommendations of the Arab International Conference on Public Relations - second edition - held in 2014 by the Arab Administrative Development Organization (League of Arab States) in Vienna, Austria.

ANCPR shortly became one of the most renowned Arab non-profit pillars to develop the profession's code of ethics, implementing training programs/events and bestowing incentive awards to distinguished entities in the field of communication, public relations and media in the Arab world.

What is CIPR Professional PR Diploma?

The Professional PR Diploma will give advance professionalism, developing policies, giving knowledge confidence and resilience to excel in a PR career. It will also enable you to grasp new concepts and models and learn how to apply them to your own setting.



CIPR PR Professional Diploma aims to:



- Deepen your knowledge and understanding of professional PR practice, tactics and strategy in a range of contexts and for a range of audiences and purposes.
- Develop a framework for strategic and critical thinking that will enable you to make an effective, ethical and responsible contribution to your organization.
- Draw upon PR principles, models and concepts to create, implement and evaluate effective communication and management strategies.
- Critically analyze current issues relevant to the field of public relations to produce insightful contributions to debate.



Why get a Qualification?

Receiving a professional qualification can boost your career and your confidence. You will gain a critical understanding of the issues facing PR practice in today's society and business community. This diploma offers excellent contact with creative workers and policy bodies, as well as regular guest lectures from industry leaders.

It will help you:

- Become a more strategic Practitioner.
- Enhance your professional skills and leverage your potentials.
- Deepen your critical thinking.
- Benefit your organization or clients through more effective practices.
- Improve your decision-making.

For employers

it means having someone on the team who is:

- Skilled and knowledgeable.
- Insightful with sharp market transparency.
- Motivated and active team player.
- Able to bring fresh insights, latest trends and solutions.



In addition,

assignments are drawn from real work situations and therefore considered an asset to any employer in different work settings.



N.B. This Professional PR Diploma is equivalent to a Master's Degree in Public Relations in the UK.

What the Syllabus covers:

The syllabus is a blend of professional experience and core PR principles, models and concepts.

The Syllabus spans three major units, with an assessment that lies at the end of each unit:

Unit 1 *PR Strategy and Planning*

This Unit is focused on the PR strategy and planning process, with an emphasis on research that establishes robust communication objectives, related to the organization's goals.



Unit 2 *PR Content, Communications and Engagement*



This Unit is focused on communication and engagement, with an emphasis on content, which reflects employers' views that management of content across the organization is an essential competence.

Unit 3 *PR Management, Measurement and Evaluation*

This Unit is focused on leadership of PR activities, with an emphasis on management of projects, campaigns and resources; internal stakeholders, the PR team and key suppliers; and on measurement and evaluation.



Defining the Grading Scheme:

You should obtain a Pass Grade on three assessments, as follows:

Unit 1 Assessment

Executive report (and summary situation analysis).

Unit 2 Assessment

Thought leadership article (and statement of reflection).

Unit 3 Assessment

Management proposal outlining recommendations for performance improvement.

Modules and Assessments:

Kindly refer to our website for more detailed information regarding **CIPR PR** Modules and Assessments.

www.ancpr.net

www.arado.org

Duration:

12 - 10 months including three assessments
(One Assessment per Unit)

Three upcoming Rounds:

Round 1

-Saturday 27 November 2021 - Thursday 5 January 2023
- convene once per week for 3 hours

Round 2

-Saturday 8 January 2022 - Thursday 16 March 2023
- convene once per week for 3 hours

Round 3

-Saturday 23 April 2022 - Monday 3 July 2023
- convene once per week for 3 hours

Online participation: Every Tuesday from 5:00 PM to 8:00 PM (Cairo Time)

In-house participation: Every Saturday from 11:00 AM to 2:00 PM
(ARADO premises in Cairo)



Eligibility Criteria:

You qualify for the CIPR Diploma if you have the following requirements *for Professionals*:

1.You can demonstrate proficiency in the English Language - spoken and written - as this Diploma will be in English, by providing an IELTS Test Exam Result with either a minimum overall score of 6.5 on the IELTS or a minimum of 5.5 in each element or TOEFL Exam Result with a minimum score of 90.

You can book your IELTS Exam through the following link by choosing your country and the dates (depending on the choosing in-take round of the Diploma)

<https://www.ielts.org/for-test-takers/book-a-test>

N.B. The Validity of TOEFL and IELTS certificates is 2 years.

2.Earned a Degree in Public Relations or any other field related to the topics covered in the syllabus.

3.You worked as a full-time employee with 2 years of relevant experience in public relations or any other field related to the topics covered in the syllabus.

4.Good knowledge of the PC software (Microsoft Office - Word and PowerPoint).

5.Ability to use the Internet.

For Fresh Graduates:

1.You can demonstrate proficiency in the English Language – spoken and written – as this Diploma will be in English, by providing an IELTS Test Exam Result with either a minimum overall score of 6.5 on the IELTS or a minimum of 5.5 in each element or TOEFL Exam Result with a minimum score of 90.

You can book your IELTS Exam through the following link by choosing your country and the dates (depending on the choosing in-take round of the Diploma)

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N.B. The Validity of TOEFL and IELTS certificates is 2 years.

2.Provide university transcripts and syllabi of courses related to the topics discussed in this diploma.

IF any of the above-mentioned conditions are not met, pre-requisite courses are available and required to be taken online before the beginning of the diploma.



Required Documents:

- 1.Copy of the Passport or National ID
- 2.Copy of University Transcript
- 3.TOEFL or IELTS Certificate

Fees:

Participants can choose between 2 learning methods: online via Microsoft Teams or offline in our premises in Cairo, Egypt.

Our center adopts two payment policies:

- Pay for the full diploma at once
(shown under one-time payment)
- Pay for each unit separately with a total of 3 Units
(shown under installments)

ANCPR members receive a discount when registering in any of our activities including the “International Professional Diploma in Public Relations”.

ANCPR Members				
	Online		Offline	
	Installments	One-time payment	Installments	One-time payment
Headquarters country	\$600/part = \$1800	\$1500	\$650/part = \$1950	\$1600
Other	\$1000/part = \$3000	\$2700	\$1200/part = \$3600	\$3200

ANCPR Non-Members				
	Online		Offline	
	Installments	One-time payment	Installments	One-time payment
Headquarters country	\$650/part = \$1950	\$1800	\$800/part = \$2400	\$2000
Other	\$1300/part = \$3900	\$3500	\$1500/Part = \$4500	\$4000



Location:

Online:  Microsoft Teams

Offline: ARADO Premises in Cairo – Egypt or Sharjah - UAE



For more information,

kindly visit our website

www.arado.org



Or contact us on:

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#Together_We_Integrate معًا نتكامل

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Registration Form

International Professional Diploma in Public Relations

To enroll in Unit 1 of the upcoming round,
you may choose from the table below the desired delivery format

Unit Title

Unit 1: PR Strategy and Planning

Delivery Format	Duration		Fees	Enrollment Link
	From	To		
Online Microsoft Teams	30 /11/ 2021	25 /03/2022	\$1,300.00	Click Here
In-house ARADO premises Cairo, Egypt	27 /11/2021	25 /03/2022	\$1,500.00	Click Here

Or Scan the code below on delivery format preferences and fill in the electronic form:

In-house
ARADO premises
Cairo , Egypt



Online
Microsoft Teams





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