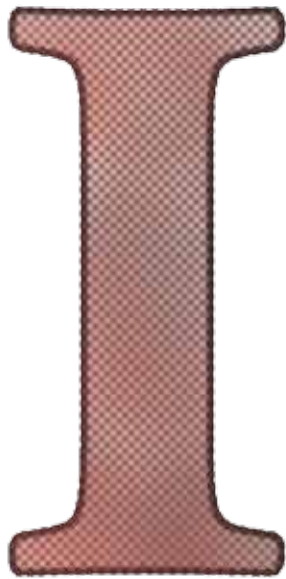


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education

BUSINESS

CIPR Diploma Courses from Intercollege Globaltraining



Intercollege Globaltraining has been approved by the CIPR UK, (Chartered Institute of Public Relations) as an official provider of the CIPR Diploma Qualifications in Cyprus, Greece and Romania. The CIPR courses start in Cyprus in October 2012 and Intercollege Globaltraining provides training and development opportunities for practitioners at all levels.

Both Professional Courses, CIPR Diploma in Public Relations and CIPR Diploma in Internal Communication, are suitable for those

working in PR, Marketing, Advertising and Human Resources, for graduate students and also for people who already have a few years' or more PR experience and wish to underpin and develop their existing knowledge and skills in the area of PR and Internal Communication.

Marcos Komodromos, the CIPR course leader for Cyprus, Greece and Romania, is a Chartered Trainer and CIPR Accredited Practitioner. He gave **Gold** more details about the two CIPR Diploma courses.

"The CIPR Diploma in Public Relations is a part-time postgraduate course of 68 teaching hours that develops a candidate's strategic PR planning and communications management skills. The CIPR Diploma in PR will equip participants with the knowledge, tools and techniques that they need to progress to a senior management position. On successful completion of the Diploma, students can fast-track to become CIPR Accredited Practitioners – a hallmark of their commitment to professional development. The Diploma takes an in-depth look at PR as an integral part of successful business practice. Participants have the opportunity to examine case studies and practical PR examples and analyze strategic communications in action. CIPR Diploma in PR topics include PR as a management function, theoretical approaches, reputation management, corporate responsibility and stakeholder theory, issues and crisis management and PR planning. Classes run from October 2012-May 2013.

The CIPR Diploma in Internal Communication, consisting of 24 hours of teaching time, takes an in-depth look at what makes communication effective, how to use research to develop great internal communication strategies, and the nature of change management communication. It will equip participants with the strategic internal communication and management skills that they need to operate at board level. This qualification is aimed at more experienced practitioners who wish to develop their strategic internal communication and management skills or those who have studied for the CIPR Diploma in PR. CIPR Diploma in Internal Communication topics include analyzing organisational culture, audit methodologies and application, change management theory, using research to inform and help develop internal communication strategies, internal communication for employee engagement and the psychology of communication. Classes start in December 2012 and run until April 2013.

CIPR qualifications are industry-recognised and are the only professional qualifications awarded by a Chartered body. Whether you are entering the profession or an experienced PR practitioner, Intercollege Globaltraining offers courses at every level. For more information regarding timetables and cost candidates may visit our official website www.globaltraining.org. 