



VIEWS OF THOSE STUDYING CIPR ADVANCED CERTIFICATE

Kim Watts , Marketing and Communications Officer, Northampton College “We were taught underpinning communications and public relations theories which I found really interesting. The thorough assignments meant we were able to relate the theory to practice, and I have found I am now able to suggest and argue cases for particular campaigns with more confidence and understanding than before in my role as Public Relations Officer. I enjoyed all aspects of the Advanced Certificate and would highly recommend the course to practitioners who want to progress their career and develop a good understanding of the industry as it really is worth every penny. I intend to continue onto the Diploma in the very near future.”

Sarah Ismail , Internal Communications Officer, Surrey Police “Studying with the CIPR for the Advanced Certificate really helps to put the work you do on a day-to-day basis into some context. Now I feel I know much more about the 'why' and not just the 'what' of PR and communications.”

Joanne Grigg, Barco “I started the Advanced Certificate course more because I was obliged to by my company rather than my own personal desire but from the first session I found I was genuinely learning interesting and relevant things and I was gripped. We use current examples from the recent news and have interactive, interesting and stimulating sessions that, despite giving up a Saturday for, I really look forward to. Our tutor is very supportive and everyone I tell about the course is impressed and says they have heard nothing but good things about the CIPR qualification which is really well worth doing! I also think that while more people are doing degrees now, to have a valued vocational qualification will put you that step ahead of the crowd when job hunting.”

Zoe Sheppard , Communications Officer - South West, National Blood Service “The Advanced Certificate has deepened my knowledge of public relations as an industry and has undoubtedly widened my skills base.”-

Iain Shanks “Having previously acquired a lot of experience in various roles, the Advanced Certificate has given my CV extra weight when applying for jobs”

Ruth Walters, Cohesive Communications Ltd “The tutor sessions accompanying the CIPR Advanced Certificate were fantastic. It was always great to hear of my tutors' experiences and those of the other students on the course. I gathered so much invaluable information that put the text books to shame!”

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