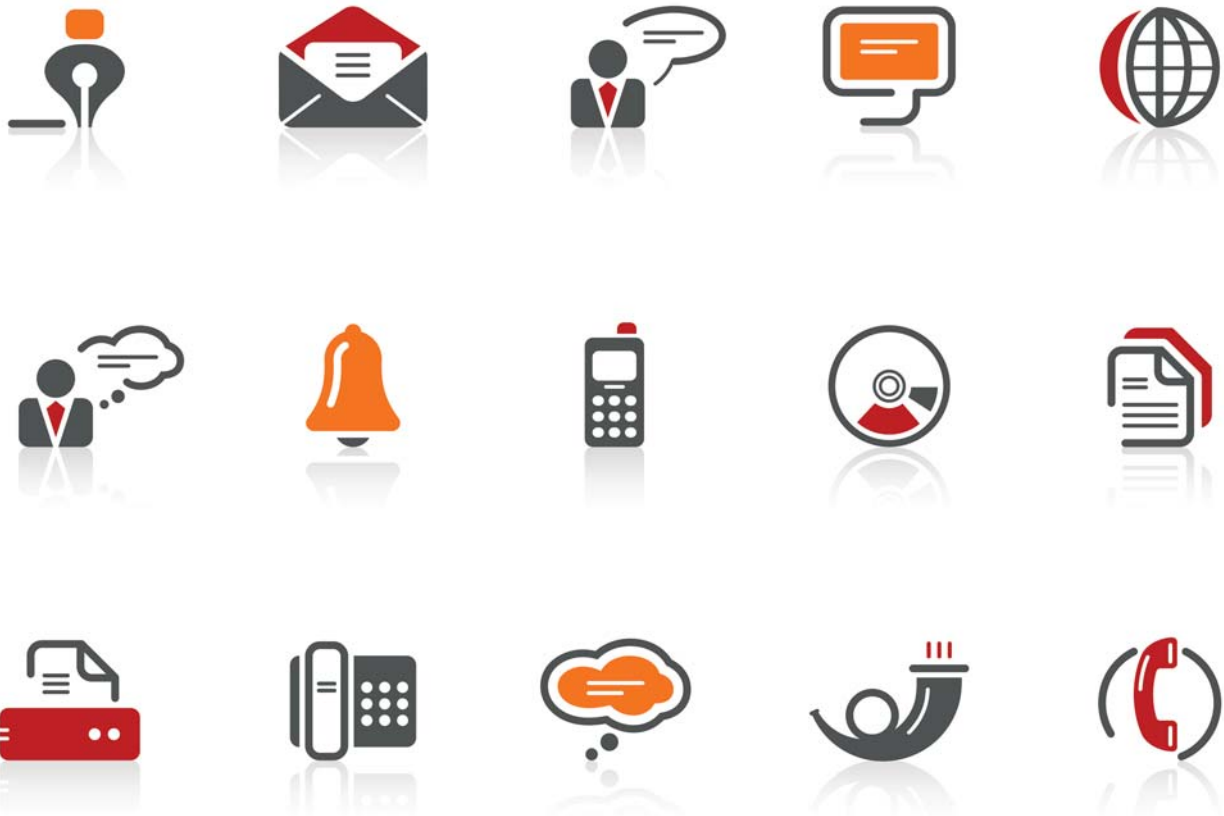


The Postgraduate Diploma in Internal Communication Management



For Internal Communication Professionals.



Now entering its twelfth year, this well established and widely recognised qualification offers a mix of academic groundwork, practical application and interaction with leading experts in the field.

This one-year programme, run by **Capita Learning & Development** in conjunction with **Kingston Business School**, provides professional and academic accreditation for internal communication professionals.

Capita Learning & Development.

One of the UK's leading training and development organisations with over 80 years' experience in the business of developing people.

Institute of Internal Communication.

The professional body for internal communication professionals, to which delegates will receive a year's free membership.

Kingston Business School.

With its specialist knowledge in the field of internal communication, Kingston offers participants an academic perspective.

A winning combination.

Between them, the programme team offers an unparalleled combination of practical experience and academic knowledge.

On successful completion of the diploma, there is the opportunity to top-up your qualification to the MA in Internal Communication Management.

The Programme.

The programme will give participants an understanding of a number of key themes as well as the ability to apply a wide range of effective, practical approaches in different situations.

By the end of the course participants will be in a position to:

■ Understand the new workplace environment.

- Evaluate the impact of organisational culture and structure on internal communication and assess how to manage the implications
- Understand a range of leadership and management styles and how to support managers in their communication roles
- Define the role and necessary skills of the internal communication manager
- Understand the psychology of communication: the nature of information and sense-making

■ Develop strategies to facilitate organisational change.

- Understand the nature and impact of organisational change, both structural and cultural
- Evaluate the needs of different stakeholders and how best to meet these when communicating change
- Explore the implications of individual differences (eg: personality, disability, age, gender) on communication
- Develop effective internal communication strategies for reducing resistance and facilitating different types of change
- Manage the implications of communicating in an international environment

“The Diploma opens your eyes to the wealth of academic theory that underpins why some [communication] strategies work and some don’t.”

Pauline Page,
Director, Research and Development Communications,
Glaxosmithkline.

■ Manage the corporate communication environment.

- Work with and influence senior managers, key stakeholders and others throughout the organisation
- Understand the broader corporate communication and marketing context
- Explore the growing importance of brands
- Identify strategies for enhancing employee engagement
- Deal with the impact of legislation on internal communication
- Assess the impact of other communication sources on your strategy: from trade unions and works councils to external press and social media
- Critically evaluate the benefits of multi directional communication and how best to achieve them
- Assess the value and role of social media in an internal communication context

■ Evaluate internal communication.

- Conduct employee research to understand varying needs within the organisation
- Evaluate all aspects of internal communication, and develop strategies for monitoring and maintaining effective communication on a continuous basis
- Assess strategies for acting as an internal consultant and coach
- Evaluate the growing implications of knowledge sharing on internal communication
- Anticipate and understand likely trends in social media, and the role of new technology in enabling collaboration
- Assess trends in the future of work and implications for internal communication

The Benefits.

To you.

- This is an intellectually rigorous programme which will provide you with techniques and knowledge that you can apply immediately
- It will give you the tools and skills that are essential for every communication manager, backed by a professionally recognised postgraduate qualification
- As well as knowledge, the programme will give you the confidence to develop and implement strategies
- You'll gain a broader perspective from people in organisations of differing size and sector
- On completion of the programme, you'll be equipped to deal with change
- You'll have the opportunity to convert the diploma into a Masters Degree
- The programme will give you the skills to build a professional network on
- A framework to equip you to think through and meet future challenges

"Thanks to all the reading I've been doing and what I've learnt through the workshops and assignments so far, I've been able to really think about how we add value in internal communications."

Kate Helbrough,

Internal Communications Manager, Friends Provident.

"I recommend the Postgraduate Diploma in Internal Communications Management to any communications professional who is looking to enhance their knowledge and extend their network of contacts. I think this course is a must-have for anyone who is serious about their communications career."

Rachel Allen,

London Underground Rail Operations Ltd.

To your organisation.

- Having an individual who can contribute fully to the company's strategic objectives gives your organisation gravitas
- The addition of systems and structures which help people engage and deal with change
- You'll gain the skills required to work effectively with other stakeholders
- The ability to communicate complex or sensitive messages in ways which employees understand
- Having access to fresh thinking from leading-edge organisations
- You'll gain the ability to apply practical ideas and an academic understanding to building relationships with employees

"As Internal Communication continues to evolve, the diploma sets apart those practitioners who are qualified to practice at a strategic level."

Nigel Edwards,

Communication Director, Pfizer Primary Care.

"For internal communicators serious about their professional development, the Diploma has virtually become an automatic choice. It is quite simply unrivalled in our sector and we commend it to practitioners and their organisations alike."

Steve Doswell,

(Designate) Chief Executive, Institute of Internal Communication.

Dates, venues and how to apply.



Contact Us

Programme workshops will be held in Central London with the induction day at Kingston Business School. The course runs from September 2011 to May 2012.

To help learners hit the ground running, there will be a free report-writing course.

Induction:	12 September 2011
Workshop 1:	13-15 September 2011
First Class Academic Writing:	16 September 2011
Workshop 2:	5-7 December 2011
Workshop 3:	27-29 February 2012
Workshop 4:	9-10 May 2012

The course fee is £4,686 plus VAT.

The cost of the course can be divided into instalments: call 0800 022 3410 for further details.

Ref: FPDGI.

The cost includes:

- Full student status at Kingston Business School and access to all their learning facilities, including online
- Materials and handouts for the course
- Meals and refreshments will be provided during the workshops
- Free first class academic writing course
- Support from course tutors, all highly experienced communication professionals, throughout the programme

Participants will be expected to spend a total of 11 working days attending workshops, spread over a 9 month period. A significant amount of private study is required.

Accredited by **Kingston** | Business School

To apply please visit www.Capita-LD.co.uk/ICM. The form can be found on the course outline page. Deadline for applications is 31st August 2011 though late applications will be considered if places are available. If you need any further information please call 0800 022 3410.

Entry requirements and selection process.



This programme is appropriate for people who are already in the internal communication field and are looking to develop a more strategic approach. Candidates should have both:

- Significant, relevant experience in internal communication
- Educated to degree level

Learning from experience can complement or substitute for academic and/or professional qualifications, providing that candidates can demonstrate significant experience in the internal communication field and the ability to study at a postgraduate level.

For more information please call 0800 022 3410

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Communication

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