



UGANDA MANAGEMENT INSTITUTE



CHARTERED INSTITUTE OF PUBLIC RELATIONS

### What is CIPR?

CIPR is Chartered Institute of Public Relations. The professional PR Diploma is suitable for professionals who are prepared to lead at board level, develop the knowledge to take a strategic approach to PR planning, measurement and evaluation and create PR objectives that are linked to organizational strategy and success.

### Who can study CIPR?

It is right for you if you are an experienced PR Professional ready to progress towards a senior management position, have previously studied PR or hold the Professional PR Certificate.

#### Minimum requirements to study CIPR include:

- A professional PR Certificate
- A PR related degree plus one year's PR experience
- Any UK recognised degree plus two year's PR experience.
- A CAM Advanced Diploma or NCTJ Diploma plus two years' PR experience
- Four years' PR experience

### What will I learn?

You will gain an advanced understanding of professional practice, including PR strategy and planning, content management, media and engagement, measurement and evaluation, and PR leadership. You will learn to use ethics and the code of conduct to underpin PR campaigns and activities. And you will put your learning into practice. You will evaluate a wide range of PR concepts and techniques and apply them practically to your own sector to transform the way you work.

### What is the role of Uganda Management Institute in CIPR Training?

UMI is fully accredited by CIPR UK to provide CIPR tuition. UMI prepares students of CIPR to sit for CIPR Examinations.

### How do I get to study CIPR at UMI?

To study CIPR at UMI, come and fill UMI CIPR Tuition Application and Registration Form, pay registration and tuition fees for the papers you intend to study.



#### Membership Fees (optional)

- \$284 Affiliate membership
- \$185 Member

#### Registration Fees

- \$85 Member

#### Tuition Fees per Unit

- Unit 1 - \$240
- Unit 2 - \$240
- Unit 3 - \$240

#### Exam Fees per Unit

- Unit 1 - \$135
- Unit 2 - \$135
- Unit 3 - \$135

#### Other Fees

- Registration fee per Unit - \$60
- Books per Unit - \$80



#### Lecture Time

- Evening 6:00pm - 9:00pm
- Weekends 8:00am - 1:00pm



#### Course Duration

9 Months to completion

### Please pay to the BANK ACCOUNT details number provided below:

Account Name:	Uganda Management Institute (UGX)	Account Name:	Uganda Management Institute (USD)
Bank Name:	Absa Bank (u) LTD	Bank Name:	Absa Bank (u) LTD
Account Number:	0341300827	Account Number:	0344023565

For further information, please contact us on +256 772 419 224  
Email: [bmugerwa@umi.ac.ug](mailto:bmugerwa@umi.ac.ug) Website: [umi.ac.ug](http://umi.ac.ug)

For inquiries email: [pkintu@umi.ac.ug](mailto:pkintu@umi.ac.ug)