



**A guide to your studies with AMEC**

**Course handbook and joining instructions**

**International Certificate in  
Measurement and Evaluation**

**February 2017**

## Preface

**WELCOME** – and congratulations on enrolling for the AMEC International Certificate in Measurement and Evaluation.

AMEC (the International Association for Measurement and Evaluation of Communication) is the only global trade body for companies and practitioners specialising in communications research, measurement and analytics. What we do is “set the standard” for best practice and new ways of working. AMEC has more than 151 members in over 80 countries.

You are now taking part in a key initiative of our Professional Development Committee, which in turn is part of a strategic objective by AMEC on education, and professional development. We are on a journey .....to “Make Measurement Matter” and you are now part of that journey.

AMEC has made a strategic commitment to knowledge sharing. Our new AMEC Knowledge Share website captures outstanding Papers from leaders from around the world. Our unique video library lets you watch presentations at AMEC events by top international experts. Further information can be found at [www.amecorg.com](http://www.amecorg.com)

The AMEC International Certificate Course in Measurement and Evaluation is being delivered on our behalf by our training partner, PR Academy. However if at any time you wish to contact AMEC please contact Julie Wilkinson or myself - details are listed below.



Julie Wilkinson  
**AMEC Executive Assistant**  
Mobile: +44 7765 251393  
Website: <http://amecorg.com/>

Barry Leggetter, FCIPR, FPRCA  
**AMEC CEO**  
Office: + 44 1268 412414|Mobile: +44 7748 677504|  
Website: <http://amecorg.com/>

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## Part one: joining instructions

### *Key information and dates for your diary*

<b>Course title</b>	<b>International Certificate in Measurement and Evaluation</b>
Learning portal access	www.pracademy.co.uk* <b>You will be able to access it from 12 noon (UK time) on 6 February 2017.</b> Your log in details will be sent to you nearer the time.
First webinar dates and times (all times are UK time). They are recorded for playback later if you can't make it.	The first webinar is on <b>Tuesday 7 February 2017 at 1300 (UK time)</b> . Further webinars run throughout the course. Dates are posted on the learning portal and on the schedule in this document.
<i>Please let us know if you have any special requirements for using the e-learning tools</i>	
<b>Assignment deadline</b>	
8 May 2017	

**Please note: access to the learning portal, tuition and resources will only be provided once tuition fees have been paid.**

### *What you need to get started*

- Access to the internet
- A head set for your computer (or good audio) so you can take part in webinars
- Usual Microsoft Office applications (Word, Power Point etc) and PDF

### *Webinars*

Throughout the course there will be webinars where some aspects of the course are discussed in more detail. Webinars use Adobe Connect.

If you can't make it to any of the webinars, don't worry - they are recorded so you can access them later.

You do not need to subscribe to Adobe Connect in order to take part in the webinars. Please click here to make sure your computer can connect to Adobe  
[http://arcps.adobeconnect.com/common/help/en/support/meeting\\_test.htm](http://arcps.adobeconnect.com/common/help/en/support/meeting_test.htm)

\*The course is delivered by PR Academy and the learning portal is accessed via their website.

## Part two: your course handbook

### ***Quick course overview***

#### **How long is the course?**

Ten weeks.

#### **How is it taught?**

It is a combination of online activity and live webinars where a tutor talks you through key concepts and models. You will have access via the learning portal to online books including "Evaluating Public Relations" published by Kogan Page. There is extensive use of case studies and the latest thinking on relevant metrics and tools.

#### **What level is it taught at?**

This course is taught at first-degree level.

#### **What does it cover?**

- Background and best practice
- Evaluation and strategic planning
- Research methods primer
- An introduction to statistics
- Traditional media evaluation
- Evaluating social media
- Internal communications measurement and metrics

#### **How will I be assessed?**

The assessment is a 2000 word assignment comprising an evaluation report and an integrated evaluation framework. On successful completion of the assignment you will receive the AMEC International Certificate in Measurement and Evaluation.

#### **Do I need any special IT skills or equipment?**

Everything is very simple to use. You will need a PC with audio for taking part in webinars. The learning portal is web based and can even be accessed via web-enabled hand held devices.

#### **Does it matter where I am based?**

No, you can study from anywhere in the world. The live webinars are recorded so you can watch them later if you are in a different time zone.

#### **How many hours a week should I devote to study?**

About four hours a week. This will vary and may be more when you are working on your assignment for example.

#### **Who is running it?**

The awarding body is AMEC, the learning is delivered by PR Academy Ltd on behalf of AMEC. The course director is Paul Noble. Paul is an academic and practitioner and co-author of "Evaluating Public Relations".

## ***Learning portal***

The learning portal is the gateway to all your learning resources and activities.

It includes:

- Discussion forums
- A calendar with all the key dates
- A personal note pad
- A message facility so that you can contact tutors and other students
- Links to all the webinars
- Podcasts and quizzes
- Links to resources such as books and journal sites

In terms of technology, it is Moodle software which is open source.

## ***Your course director: Paul Noble***

Paul Noble is an independent public relations trainer, consultant, academic, mentor and speaker/facilitator. He is a trainer/consultant, learning portal specialist, and provides management support to growing PR consultancies, as well as mentoring young professionals. He has more than 30 years' experience in senior consultancy, in-house and academic environments.

Paul is a Chief Examiner for the CIPR (Chartered Institute of Public Relations). He is a Fellow of both the CIPR and AMEC, and is a CIPR Chartered Practitioner – as well as a lead assessor for the scheme. Paul is co-author of *Evaluating Public Relations*, and has contributed to the fourth edition of *Exploring Public Relations*.

## ***How to get the most from online learning***

- Complete your profile and add a picture – it makes a big difference if we can all see who we are working with online. We think it is much friendlier.
- Play around with the site in the early days – you can't break it!
- Make sure that you log on regularly – every couple of days at least – so you can check out what is being discussed and contribute to that discussion.
- Take part in the forum discussions – join the debate, this helps to embed the learning and is a good way to get to know your fellow students. Everyone's contributions are equally valid – there are no 'right or wrong' answers – it is all about debating the issues, so do join in.
- Take personal responsibility for your learning. The team is there to support you, but you need to take part in the discussions, keep up with the reading and keep to the schedule.

## Syllabus

### Syllabus Overview

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Taught at degree level over 10 weeks, the AMEC International Certificate in Measurement and Evaluation introduces the history and principles of communications evaluation, including social media evaluation. Grounded in professional practice, it covers essential points about measurement principles, tools, and methods.

The Certificate course is aimed at professionals working in media intelligence firms or PR professionals looking to work more strategically by better understanding the value of analytics and insights to their work.

#### Outline content

##### *Background and best practice*

- Introduction and history
- Barcelona Principles 2.0 and professional practice
- Justifying and applying the AMEC Integrated Evaluation Framework

##### *Evaluation and strategic planning*

- Evaluation's linkage with planning and research
- Outputs, outtakes and outcomes, process and impact
- Linking evaluation and objective setting

##### *Research methods primer*

- Primary and secondary data
- Quantitative v qualitative
- Introduction to content analysis

##### *An introduction to statistics*

- Coding and analysis
- Basic statistical analysis
- Significance and correlations

##### *Traditional media evaluation*

- Media evaluation and metrics (ROI, OTS/impressions and derivatives)
- Content analysis underpinning media evaluation
- A range of metrics and tools for evaluating traditional media

##### *Social media*

- Different approaches to the application of the Barcelona Principles for social media
- Using the PESO model to underpin the evaluation of integrated media
- A range of metrics and tools for evaluating social media

##### *Internal communications measurement and metrics*

- Fundamental principles of measuring and evaluating internal communication
- What to measure – outputs and outcomes
- How to measure to seven elements of internal communications

## Learning Outcomes

On successful completion of this course, candidates will be able to:

- Understand terms such as evaluation, research, and measurement and their relationship
- Appreciate how to apply research disciplines to measurement and evaluation
- Advocate the Barcelona Principles 2.0 and their relevance to communications practice
- Understand and apply the AMEC Integrated Evaluation Framework
- Appreciate research methods and their relevance to practice
- Build a toolbox of appropriate metrics, and appreciate best practice in action
- Understand those aspects of statistics relevant to communications measurement and evaluation
- Apply traditional and contemporary thinking and techniques to the monitoring and evaluation of social media, internal communications, and traditional media

## Detailed Content

### *Background and best practice*

- Background to measurement and evaluation from a historical, international and practitioner perspective. AVEs as part of the evolution of evaluation from counting clippings to valid metrics
- An examination of the contribution that evaluation/measurement can make to the professionalization and credibility of communications, as well as other areas of the organization
- The Barcelona Principles 2.0 and professional practice: fundamental role of goal setting and measurement, outcomes recommended to only measuring outputs, measure effect on organizational performance, qualitative and quantitative research required, AVEs inappropriate, measure social media consistently with other channels, measurement and evaluation need research rigor
- The new AMEC Integrated Evaluation Framework as a professional approach to proving the value of communications and public relations. Applicable any organisation, department, agency or consultancy, customisable to specific campaigns and objectives, and both non-proprietary and free to use.
- An online tool that enables users to implement the best practice represented by Barcelona 2.0 in a clear step-by-step process

### *Evaluation and strategic planning*

- Evaluation as an integral part of communications planning and practice: before, during and after
- Outputs (or process): the immediate product of communications activity that measures efficiency and can generate feedback to fine tune and/or change communications tactics. Relatively easy to identify
- Outcomes (or impact): the ultimate impact – business results – of

communications activity that measures effectiveness and provides accountability & credibility. Challenging to measure and isolate

- Distinguishing objectives, goals and aims
- Objective setting as the fulcrum of effective measurement and evaluation: SMART objectives as an ideal to strive for
- Linking evaluation back to objectives: the hierarchy of objectives and making objectives impact oriented.

#### *Research methods primer*

- Research and communications: research to scan, research to plan, research to monitor and research to assess impact
- Secondary data (desk research): already published, can be quick and cheap, but may not be credible or what is needed
- Primary data (field research): meets precise requirements, but can be technical and expensive
- Quantitative: associated with numbers, statistical analysis, large-scale studies, and researcher detachment
- Qualitative: associated with words, description, small-scale studies, and researcher involvement
- Content analysis: a means of quantifying the content of text in a manner that is clear and has the potential to be repeatable

#### *Introduction to statistics*

- Hypotheses, sampling and significance levels
- The five stages of data analysis: data preparation (coding and cataloguing), exploring the data (correlations and themes), analysing the data (statistical tests and concepts), presenting the data (visuals and written findings) and validation (benchmarks and triangulation)
- Issues associated with quantitative and qualitative data basic statistics, cross-tabulation, significance and correlation, independent and dependent variables, content analysis, and conversation analysis

#### *Traditional media evaluation and metrics*

- Sourcing content for print, broadcast and social media, reporting on social media separately and sampling/selecting material; not all sources have the same credibility
- Using content analysis so that media coverage can be classified or coded in such a way that it can be subjected to statistical analysis. Coding parameters and favourability criteria
- Reporting (including commentary and recommendations) on factors such as volume of coverage, impact of specific items of coverage, the presence (or absence) of key messages, tone (beneficial, neutral, adverse)
- Measures of exposure based on, or derived from, OTS/impressions (eg cost per contact/impact). Best practice demands that these are balanced with qualitative measures such as tone and message delivery
- Return on investment (ROI): a financial term that measures profit generated against investment made. Alternatively, used to indicate a numerical or

evidence-based approach to evaluation

- Media evaluation as an outcome oriented approach to gathering intelligence

#### *Social media measurement and metrics*

- Applying the Barcelona Principles 2.0 to social media measurement
- Monitoring social media: blogs, forums, twitter, Facebook, and cross platform tools & metrics
- The role of human analysis to complement the use of automated social media analysis
- Social media campaigns addressing a range of objectives from exposure, through engagement, to actions
- Integrated programmes containing all four PESO elements:
  - Paid are social channels you pay to leverage (eg promoted tweets or display advertisements)
  - Earned is conversation directly resulting from proactive outreach (eg bloggers)
  - Shared is conversation about the brand (eg a retweet)
  - Owned are channels you own and control (eg website or Facebook page)

#### *Internal communications measurement and metrics*

- The CIPR's Communication Measurement Matrix for the measurement of internal communication combining output and outcome measures.
- Fundamental principles of internal communication measurement
- Channels: are they working?
- Content: are employees getting the information they want and need?
- Conversations: are people communicating effectively?
- Voice: are there adequate opportunities for people to have a say?
- Sentiment: what do employees think and feel about the organisation?
- Behaviour: has employee behaviour been influenced by communication?
- Return on investment (ROI)
- Best practice in research to underpin how to measure internal communications

## Assessment

The assessment is a 2000 word assignment comprising a report on current evaluation practice and a completed integrated metrics framework. On successful completion of the assignment, the candidate receives an AMEC International Certificate in Measurement and Evaluation

### Reading List

*Core text (available as an e-book)*

Watson, T & Noble, P (2014) *Evaluating Public Relations 3<sup>rd</sup> Ed.* London: CIPR/Kogan Page

### *Recommended texts*

Bartholomew, D (Chen, ZF Editor) 2016. *MetricsMan It Doesn't Count Unless You Can Count It.* New York NY: Business Expert Press

Broom, G and Sha, B 2013. *Cutlip and Center's Effective Public Relations.* 11<sup>th</sup> ed. Harlow: Pearson Education

Denscombe, M (2014) *The Good Research Guide 5<sup>th</sup> Ed.* Maidenhead: Open University Press

Noble, P (2016) 'Programme Research and Evaluation'. In: Tench, R & Yeomans, L, Eds. *Exploring Public Relations 4<sup>th</sup> Ed* Harlow: PrenticeHall

Paine, K (2011) *Measure What Matters.* Hoboken, NJ: John Wiley & Sons

Sheldrake, P (2011) *The Business of Influence.* Chichester: John Wiley & Sons

Smith, R 2013. *Strategic Planning for Public Relations.* 4<sup>th</sup> ed. Mahwah NJ: Lawrence Erlbaum

Stacks, D (2002) *Primer of Public Relations Research.* New York, NY: The Guildford Press

Stacks, D & Michaelson, D (2010). *A Practitioner's Guide to Public Relations Research, Measurement and Evaluation* New York, NY: Business Expert Press

Sterne, J (2010). *Social Media Metrics.* Hoboken, NJ: John Wiley & Sons

### *Websites*

<http://amecorg.com>

<http://www.instituteforpr.org/topic/measurement-and-evaluation/>

<http://prguidetomeasurement.org>

For further details, contact Julie Wilkinson, Assistant to the Executive Director.

[juliewilkinson@amecorg.com](mailto:juliewilkinson@amecorg.com)

## Part three: about PR Academy

PR Academy is possibly the largest provider of PR education in the UK with more than 500 communicators choosing to study with us each year plus many who join our PR MOOC (massive open online course). The team design and deliver a wide range of courses for communicators at all levels, both face to face and online working with top awarding bodies including the Chartered Institute of Public Relations (CIPR), the International Association for Measurement and Evaluation of Communication (AMEC), and the Association for Project Management (APM). PR Academy is also an approved co-delivery partner for the University of Chester in the UK. [www.pracademy.co.uk](http://www.pracademy.co.uk)

### ***PR Academy quality policy***

Our values:

- Doing everything we can to make sure students achieve:  
We don't rest until we've done everything we can to make sure that our students really get the theory and know how to make it work in practice.
- Believing in the power of education, training and coaching:  
Providing what communication practitioners need to help transform their careers – throughout their careers.
- Being professional:  
We believe in professional standards for public relations and apply these to our own business. We set high standards for ourselves and encourage our students to do the same.
- Always looking for the best way to do things:  
We don't stand still. We are always looking for ways to improve what we do and to stay ahead of the game.

Maintenance of the quality standards involves everyone in the company. As a result, commitment to continual improvement and client satisfaction are considered essential for everyone who works with us – that's why every time you meet somebody from PR Academy it should be a great experience!

### **Course schedule AMEC Certificate Feb 2017**

<b>Week</b>	<b>Date</b>	<b>Content</b>	<b>Learning support</b>
1	06 February	Introduction, history, definitions, and evaluation as a research discipline.	Webinar at 1300 (UK time) on 07 February. Podcast (Tom Watson)
2	13 February	Barcelona Principles 2.0	Forum discussion Video interview (David Rockland)
3	20 February	Integrated evaluation framework	Webinar at 1300 (UK time) on 21 February. Video interview (Jim Macnamara)
4	27 February	Linking evaluation and objective setting.	Webinar at 1300 (UK time) on 28 February. Forum discussion
5	06 March	Research primer and an introduction to statistics	Online quizzes
6	13 March	Scoring and metrics 1 (traditional media)	Webinar at 1300 (UK time) on 14 March. Forum discussion
7	20 March	Scoring and metrics 2 (social media)	Webinar at 1300 (UK time) on 21 March.
8	27 March	Scoring and metrics 3 (internal comms)	Video interview (Kevin Ruck)
9	03 April	Evaluating integrated communications	Forum discussion
10	10 April	Assignment preparation for submission on 8 May	Webinar at 1300 (UK time) on 10 April.

## Deferrals, extensions and resits

International Certificate in Measurement and Evaluation					
I want to....	You need to....	AMEC will	PR Academy will....	What happens next	Things to note
<b>Deferrals</b>					
...defer my assignment	...ask your course leader for a deferral. ...provide as much information as you can about why you need to defer.	...agree the deferral; based on the recommendation of your course leader and let you know.	...your course leader will consider your request for a deferral and provide a recommendation to AMEC course administration.	..You will submit your assignment at the next deadline.	There is a £120 administration charge applicable for every deferral.
...defer my assignment for a second time	...ask your course leader for a deferral. ...provide as much information as you can about why you need to defer.	...agree the deferral; based on the recommendation of your course leader and let you know.	...your course leader will consider your request for a deferral and provide a recommendation to AMEC course administration.	..You will submit your assignment at the next deadline.	As above a further £120 administration fee per deferral will be applicable.
...defer the whole course as I can't continue right now	...contact AMEC to request a teaching/attendance deferral ...provide as much information as you can about why you need to defer,	...consider your request and let you know the decision.	...note your deferral on your record.	...you resume your studies at the agreed time. ...if you have already had access to tuition and resources before you defer, you will join the new cohort at the same point at which you deferred.	If you wish to repeat tuition already provided, a charge will be made. A £120 administration charge will be applicable for deferral of the whole course.

<b>Re-sits</b>					
<b>I want to....</b>	<b>You need to....</b>	<b>AMEC will....</b>	<b>PR Academy will....</b>	<b>What happens next</b>	<b>Things to note</b>
...re-sit my assignment	...confirm to AMEC that you will submit at the next submission date	Note on your records	..Submit your assignment at the next submission date.	...PR Academy will advise you of the new submission date.  ...you will submit your assignment at the submission date agreed	You can only re-sit an assignment twice.  There is no charge for re-sits providing that a serious attempt was made.
<b>Extensions to deadlines</b>					
<b>I want to....</b>	<b>You need to....</b>	<b>AMEC will...</b>	<b>PR Academy will....</b>	<b>What happens next</b>	<b>Things to note</b>
...have an extension on the time for my assignment	...contact your course leader  ...give as much notice and details about the reason as you can.	AMEC doesn't get involved; it is the course leader that agrees extensions.	...your course leader considers your request and confirms a new deadline if the extension is agreed.  ...the maximum extension is one week	...you submit the work on the new agreed date.	You may be asked for supporting information or documentation to support your request for an extension.