

AMEC College – FAQ's

What is the AMEC College?

The AMEC College was launched in late 2012 to deliver education online to employees and allow them to determine their own hours of online study, without any restrictions of having to travel to a classroom.

It is a completely new approach to learning about research and measurement understanding. Employees and students can study in their own time zone anywhere in the world using the secure online Moodle College e-learning platform.

Students still have the benefit of having their own tutor and the ability through an online platform, to talk to other course students to share the learning experience. The College currently offers one course – the International Certificate – with other courses in development for 2017.

AMEC INTERNATIONAL CERTIFICATE IN MEASUREMENT AND EVALUATION – FAQ'S

Who is the course aimed at?

Those already working in media monitoring and measurement, in the earlier stages of their career, but who want to:

- Work more strategically to make the case for media analysis.
- Communicators who want to:
- Understand how to demonstrate the value of measurement to their management or clients
- Work effectively with media measurement agencies.

How long is it and when does it start?

The next International Certificate course for 2017, begins on Monday 6th February 2017 and next runs in April.

What makes the course different?

The International Certificate in Measurement and Evaluation is just that! *International!*

It has been developed and written working with expert practitioners in research and measurement from around the world. The course aims to blend the *theory* necessary to understand research principles with the *practical* through case studies and video interviews.

The course is taught at degree level over 10 weeks by online learning provided by AMEC's partners, the highly regarded [PR Academy](#) training group.

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 e-learning site to online books including "Evaluating Public Relations" published by Kogan Page.

What level is it taught at?

This course is taught at first-degree level.

What does it cover?

Background and best practice

- Introduction, history, definitions

- Evaluation as a research discipline
- Barcelona Principles and professional practice

Evaluation and strategic planning

- Outputs and outcomes, process and impact
- Linking evaluation and objective setting

Research methods primer

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

Media evaluation

- Media evaluation and metrics (ROI, OTS/impressions and derivatives)
- Best practice in media evaluation
- Case studies
- Measurement in a crisis

An introduction to statistics

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

Social media

- Social media measurement

How will I be assessed?

The assessment is a 2000 word assignment comprising a client proposal to a real brief, backed up by an underpinning rationale. 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 e-learning site 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".

What does the course fee cover?

All tuition and materials and assessment of assignments.

Why should I send my people on this course?

- The world of communication is changing fast – this course will ensure your people are up to speed with the latest thinking in measurement and evaluation.
- Your team will be equipped to offer more strategic advice and support to clients

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