

AMEC Certificate in Measurement and Evaluation
Winter 2021: course opens on Monday 22 February 2021

Week	Week beginning date	Topic	Learning activities
1	22 February 2021	Introduction to PR measurement and evaluation (history, definitions, evaluation as a research discipline)	Welcome message / interview Johna Burke; Tom Watson podcast 23 February, 1pm UK time: LIVE SESSION
2	1 March 2021	Evolution of the Barcelona Principles (1.0 to 3.0, next steps)	Video interview Richard Bagnall; forum discussion 2 March, 1pm UK time: LIVE SESSION
3	8 March 2021	Research primer and an introduction to statistics	Online quiz; forum discussion 9 March, 1pm UK time: LIVE SESSION
4	15 March 2021	The evaluation cycle: linking formative, process & summative research to planning & objectives	Video interview Jim Macnamara; forum discussion 16 March, 1pm UK time: LIVE SESSION
5	22 March 2021	Scoring and metrics: traditional media	Forum discussion 23 March, 1pm UK time: LIVE SESSION
6	29 March 2021	Scoring and metrics: social media (incl. introduction to main tools and vendors)	Recorded lecture with Stuart Bruce; forum discussion 30 March, 1pm UK time: LIVE SESSION
7	5 April 2021	Scoring and metrics: internal comms	Recorded lecture with Dr Kevin Ruck; forum discussion
8	12 April 2021	AMEC Integrated Evaluation Framework (IEF)	Video interview tbd; forum discussion 13 April, 1pm UK time: LIVE SESSION
9	19 April 2021	Measurement Maturity Mapper (M3) & future of measurement and evaluation post pandemic	Recorded lecture with Colin Wheeler; forum discussion 20 April, 1pm UK time: LIVE SESSION
10	26 April 2021	Assignment preparation	27 April, 1pm UK time: LIVE SESSION; forum discussion
Assignment deadline: 7pm UK time 28 May 2021			