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## **A guide to your studies with AMEC**

### **International Certificate in Measurement and Evaluation**

### **2022 Course Handbook**

**WELCOME** – to 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 160 members in over 80 countries.

You are now taking part in a key initiative of our AMEC Education 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 and gold award winning case studies for communications effectiveness. 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 don't hesitate to contact Julie Wilkinson - details are listed below.

A handwritten signature in black ink that reads 'Johna Burke'.

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## 2022 Course start dates

|                     |                            |
|---------------------|----------------------------|
| Start – 14 February | Deadline – 10 June         |
| Start – 2 May       | Deadline – 19 August       |
| Start – 10 October  | Deadline – 27 January 2023 |

## Course overview

### About the course

- The course is run for AMEC by PR Academy.
- The teaching runs for about ten weeks, then there is time to work on your assignment, so the whole course is about four months.
- It is a combination of online activity and live webinars where a tutor talks you through key concepts and models.
- It is run through PR Academy's online learning centre which includes an online library with access to the key text "Evaluating Public Relations" published by Kogan Page.
- There is extensive use of case studies and the latest thinking on relevant metrics and tools.
- Webinars are via Zoom and recorded for later playback.
- You don't need any special IT skills or equipment to take part.

### What level is it taught at?

This course is taught at first-degree level.

### How will I be assessed?

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

### 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.

## About online learning

The course is run over PR Academy's online learning centre. It's the gateway to all your learning resources and activities.

It includes:

- Discussion forums
- A calendar with all the key dates
- A personal notepad
- A message facility so that you can contact tutors and other students
- Links to all the webinars
- Podcasts and quizzes
- Links to online resources and other published sources

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## Syllabus

### **Syllabus Overview**

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 3.0 and professional practice
- Justifying and applying the AMEC Integrated Evaluation Framework and Measurement Maturity Mapper

##### *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 3.0 and their relevance to communications practice
- Understand and apply strategic evaluation tools such as AMEC's Integrated Evaluation Framework and Measurement Maturity Mapper (M3)
- 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 3.0 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

### *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 3.0 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

### *Strategic Evaluation Tools*

- The Integrated Evaluation Framework (IEF) is a professional approach to proving the value of communications and public relations. It is applicable to any organisation, department, agency or consultancy, customisable to specific campaigns and objectives, and both non-proprietary and free to use.
- IEF is an online tool that enables users to implement the best practice represented by Barcelona 3.0 in a clear step-by-step process
- The Measurement Maturity Mapper (M3) is a survey-based diagnostic tool that enables practitioners to improve the planning of measurement and evaluation by benchmarking where they are in the monitoring and evaluation process
- M3 is also rooted in the Barcelona Principles 3.0 and underpinned by the IEF. It helps establish how the organisation concerned undertakes communication measurement on the levels of reporting, planning and demonstrating impact

## **Assessment**

The assessment is a 2000 word assignment comprising a report on current evaluation practice, supported by strategic evaluation tools. On successful completion of the assignment, the candidate receives an AMEC International Certificate in Measurement and Evaluation

## ***Using the online learning centre and getting 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.



## About PR Academy

[PR Academy](#) is possibly the largest provider of PR education in the UK with hundreds of communicators choosing to study with them each year. 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 ourselves, the Chartered Institute of Public Relations (CIPR) and the Public Relations and Communication Association (PRCA).

## For more information

Contact Julie Wilkinson at AMEC: [juliewilkinson@amecorg.com](mailto:juliewilkinson@amecorg.com)

## Useful information: 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   |
| ...defer my assignment or have an extension             | ...contact your course leader to let them know                      | AMEC doesn't get involved    | ...advise you of the next submission date, you have one year in which to hand in your work  | ...you submit the work on the new agreed date.            | There is no charge or penalty for submitting at a later date.                        |
| ...defer the course as I can't continue right now       | ...let your course leader know                                      | ...AMEC doesn't get involved | ...advise you of the next submission date, you have one year in which to hand in your work<br>...the course remains open for you to pick back up when you are ready (up to a maximum of one year) | ...you resume your studies when you are ready             | You need to complete the course within one year                                      |
| ...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 can only re-sit an assignment twice. There is an £80 plus VAT charge for resits. |