



AIMQUALIFICATIONS

Handbook
for centre staff



AIM Qualifications

Level 4 Diploma in Public Relations (601/3034/9)

Version 7 - October 2022

“

I would like to convey my thanks to you all at AIM for the support and guidance you have provided during our first year as a training centre. I am aware we have asked a lot of questions and sent a lot of emails and you have dealt with every query swiftly and efficiently combined with a lot of patience.

It has been a roller coaster of a year setting up everything from scratch but it has been made easier by having access to you all.

Carol Harmston, AIM Centre

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Document Version History

Version Number	Date	Description
3	30/11/2018	Amendments to the text on page 7 & 8
4	01/03/2019	Following review update to TQT value (page 8)
5	28/03/2019	Rules of combination amended to match page 8 (page 11)
6	September 2019	Rebrand - 'AIM Awards' changed to 'AIM Qualifications' Qualification family added to qualification details grid (page 8)
7	October 2022	Review dates extended from 31/07/2022 to 31/07/2023

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Introduction

Welcome to the AIM Qualifications Level 4 Diploma in Public Relations Handbook. This Handbook contains everything you need to know about these qualifications and is intended for Tutors, Assessors, Internal Verifiers and other staff involved with the planning, delivery and assessment.

This is a live document and as such will be updated when required. You will be informed via email when changes are made and it is your responsibility to ensure the most up-to-date version of the Qualification Handbook is in use.

About Us

AIM is a national and international Awarding Organisation. We offer a large number of regulated qualifications at different levels and in a wide range of subject areas, Access to Higher Education Diplomas and End Point Assessments.

Our products are flexible enough to be delivered in a range of settings, from small providers to large colleges and in the workplace both nationally and internationally.

We pride ourselves on offering the best possible customer service, and are always on hand to help if you have any questions. Our organisational structure and business processes enable us to be able to respond quickly to the needs of customers to develop new products that meet their specific needs.

Qualification Overview

Section One



About this Qualification

The AIM Qualifications Level 4 Diploma in Public Relations is a combined competence and knowledge qualification and has been approved as an optional qualification for the Public Relations and Communications Assistant Apprenticeship. The qualification has been developed in conjunction with the Trailblazer group of employers from across the Public Relations (PR) industry to give learners flexible access, through an alternative entry, to the PR and Communications Industry.

Likely career pathways for a variety of PR roles, include PR assistant, account executive/coordinator, press officer and digital communications officer job roles. This combined qualification will enable learners to apply their knowledge and skills to real business issues in the workplace and support them on their journey to their apprenticeship gateway.

This qualification is also available for full/part time college/training provider-based delivery.

Qualification Details

Qualification	
AIM Qualifications Level 4 Diploma in Public Relations	
Qualification Family	Professional
Assessment	Internally assessed and externally moderated assessment evidence
Grading	Assessment is competent / not competent. There is no grading
Progression Opportunities	Learners may progress into employment in the public relations sector and may progress onto general and/or vocational qualifications
Geographical Coverage	England
Operational Start Date	01/04/2014
Review Date	31/07/2023
Sector	15.3 Business Management
Qualification Number	601/3034/9
Learning Aim Reference	60130349
Credit Value	90
Guided Learning Hours (GLH)	544
Total Qualification Time (TQT)	900
Minimum Learner Age	16-18; 19+
Rules of Combination	Learners must achieve 90 credits in total Learners must achieve 58 credits from the Mandatory Units and a minimum of 32 credits from the Optional Units.

Total Qualification Time and Guided Learning Hours

Total Qualification Time (TQT) is the number of notional hours it takes a typical learner to achieve the full qualification and is made up of two elements:

- the minimum number of Qualification Guided Learning Hours (GLH) - the number of Tutor-supervised contact hours
- the number of hours spent on preparation, studying and the assessment that is non-supervised

For example, the number of tutor-led contact hours (GLH) for a qualification is 30 and the number of hours spent by the learner (non-GLH) on preparation, studying and the assessment is 6 hours. Therefore the Total Qualification Time (TQT) for the qualification is 36 hours.

Progression Opportunities

These qualifications have been designed to support learners to build on their knowledge and skills to progress onto higher level qualifications, supporting young people and adults to secure skilled employment to meet the needs of the economy.

Entry Guidance

There are no entry requirements for these qualifications.

Qualification Dates

The qualification review date is the date by which we will have carried out a review of the qualification. We work with employers, industry experts and training providers to make any changes necessary to ensure validity and reflect recent developments. We will post information relating to changes or extensions to qualifications on our website and centres approved to offer the qualification will be kept updated. The certification end date will be three years from the operational end date.

Resource Requirements

There are no specific resource requirements for these qualifications. You must ensure that your centre has appropriate resources in place to deliver the components in these qualifications.

Section Two

Qualification Structure and Components



Qualification Structure and Components

Rules of Combination for: AIM Qualifications Level 4 Diploma in Public Relations				
Learners must achieve 90 credits in total. Learners must achieve 58 credits from the Mandatory Units and a minimum of 32 credits from the Optional Units.				
Component Code	Component Title	Level	GLH	Credit Value
Mandatory				
R/503/2891	Career Development	Three	15	2
L/504/0925	Communicating Effectively in Public Relations	Four	25	5
Y/504/0927	Delivering and Evaluating Public Relations Campaigns	Four	38	6
D/504/0928	Delivering Professional Presentations	Three	22	3
K/600/9661	Develop Working Relationships with Colleagues and Stakeholders	Four	20	4
R/504/0926	Pitching Public Relations Stories to the Media	Four	22	4
D/601/2654	Plan and Manage your Own Workload	Three	7	2
D/601/7644	Principles of Personal Responsibilities and How to Develop and Evaluate Own Performance at Work	Three	32	4
H/504/0929	Researching and Analysing Data for Public Relations	Four	35	6
M/504/0884	Understanding Public Relations	Four	20	4

Component Code	Component Title	Level	GLH	Credit Value
Mandatory				
A/504/0922	Understanding Public Relations Campaign Planning	Four	32	5
A/504/0919	Understanding the Creative Process to Generate Ideas	Four	22	3
T/504/0921	Understanding the Media Landscape	Four	42	6
T/504/0918	Understanding the Use of the Written Word for Public Relations	Four	30	4
Optional				
J/601/2552	Agree a Budget	Three	25	4
H/504/4253	Blog Production Skills	Three	60	8
Y/601/2541	Co-ordinate an Event	Three	30	4
R/600/9587	Develop, Maintain and Review Personal Networks	Four	25	4
K/601/6481	Identify and Understand a Client's Brand Strategy	Three	24	4
T/601/2580	Manage Budgets	Four	29	4

Section Three

Assessment

Component Code	Component Title	Level	GLH	Credit Value
Optional				
A/502/4428	Negotiation & Influencing	Four	30	6
R/601/2540	Plan and Organise an Event	Three	28	4
D/601/2542	Plan and Organise Meetings	Three	25	5
M/503/9329	Principles of Keywords and Optimisation	Three	30	5
R/503/9324	Principles of Social Media within a Business	Three	42	6
H/502/5783	Project Management Skills	Three	10	1
K/504/0933	Understanding Client Relationships in Public Relations	Four	25	4
T/504/0935	Understanding How Public Relations Professionals Contribute to Internal Communications	Three	10	2
H/504/0932	Understanding How to Win New Public Relations Business	Four	20	3
Y/504/0930	Understanding Public Relations Work within Public Affairs	Four	40	5
M/504/0934	Understanding the Importance of Brands in Public Relations	Four	32	4
D/504/0931	Understanding the Use of Public Relations in Issues and Crisis Management	Five	24	4

Centre Staff Requirements

As an Awarding Organisation, we require that:

Tutors have relevant teaching experience and/or a qualification, and experience and/or a qualification in the relevant subject area. Suitable teaching qualifications include:

- Level 3 or 4 Preparing to Teach in the Lifelong Learning Sector (PTLLS) or above
- Level 3 Education and Training or above
- Diploma or Certificate in Education
- Bachelors or Masters Degree in Education

Assessors have an assessor qualification or evidence of recent relevant experience. Suitable assessor qualifications include:

- Level 3 Award in Assessing Competence in the Work Environment
- Level 3 Certificate in Assessing Vocational Achievement
- A1 Assess Candidate Performance using a Range of Methods
- D32 Assess Candidate Performance and D33 Assess Candidate using Differing Sources of Evidence

In addition, Assessors must be occupationally competent or technically knowledgeable in the area for which they are delivering training and/or have experience of providing training.

Internal Verifiers (IV) have an internal verification qualification or evidence of recent relevant experience. Suitable internal verification qualifications include:

- Level 4 Award in Internal Quality Assurance of Assessment Processes and Practice
- Level 4 Certificate in Leading the Internal Quality Assurance of Assessment Processes and Practice
- V1 Conduct Internal Quality Assurance of the Assessment Process
- D34 Internally Verify the Assessment Process

In addition, IVs must be occupationally competent or technically knowledgeable in the area for which they are delivering training and/or have experience of providing training.

How this Qualification is Assessed

These qualifications are assessed through an internally set, internally marked and externally verified portfolio of evidence. A summary of the assessment is shown below. Guidance on our expectations is available in 'A Guide to Assessing AIM Qualifications' available on the AIM website (www.aim-group.org.uk).

Components	Set by the centre			Set by AIM				
	Component Code	Component Title	Level	Portfolio of evidence	Exam	Practical	Portfolio of evidence	Exam
R/503/2891	Career Development	Three	✓	–	✓	–	–	–
L/504/0925	Communicating Effectively in Public Relations	Four	✓	–	✓	–	–	–
Y/504/0927	Delivering and Evaluating Public Relations Campaigns	Four	✓	–	✓	–	–	–
D/504/0928	Delivering Professional Presentations	Three	✓	–	✓	–	–	–
K/600/9661	Develop Working Relationships with Colleagues and Stakeholders	Four	✓	–	✓	–	–	–
R/504/0926	Pitching Public Relations Stories to the Media	Three	✓	–	✓	–	–	–

Components		Set by the centre			Set by AIM			
Component Code	Component Title	Level	Portfolio of evidence	Exam	Practical	Portfolio of evidence	Exam	Practical
D/601/2654	Plan and Manage your Own Workload	Three	✓	-	✓	-	-	-
D/601/7644	Principles of Personal Responsibilities and How to Develop and Evaluate Own Performance at Work	Three	✓	-	-	-	-	-
H/504/0929	Researching and Analysing Data for Public Relations	Four	✓	-	✓	-	-	-
M/504/0884	Understanding Public Relations	Four	✓	-	-	-	-	-
A/504/0922	Understanding Public Relations Campaign Planning	Four	✓	-	-	-	-	-
A/504/0919	Understanding the Creative Process to Generate Ideas	Four	✓	-	-	-	-	-
T/504/0921	Understanding the Media Landscape	Four	✓	-	-	-	-	-
T/504/0918	Understanding the Use of the Written Word for Public Relations	Four	✓	-	✓	-	-	-

Components		Set by the centre			Set by AIM			
Component Code	Component Title	Level	Portfolio of evidence	Exam	Practical	Portfolio of evidence	Exam	Practical
J/601/2552	Agree a Budget	Three	✓	-	✓	-	-	-
H/504/4253	Blog Production Skills	Three	✓	-	✓	-	-	-
Y/601/2541	Co-ordinate an Event	Three	✓	-	✓	-	-	-
R/600/9587	Develop, Maintain and Review Personal Networks	Four	✓	-	✓	-	-	-
K/601/6481	Identify and Understand a Client's Brand Strategy	Three	✓	-	✓	-	-	-
T/601/2580	Manage Budgets	Four	✓	-	✓	-	-	-
A/502/4428	Negotiation & Influencing	Four	✓	-	✓	-	-	-
R/601/2540	Plan and Organise an Event	Three	✓	-	-	-	-	-
D/601/2542	Plan and Organise Meetings	Three	✓	-	✓	-	-	-
M/503/9329	Principles of Keywords and Optimisation	Three	✓	-	-	-	-	-
R/503/9324	Principles of Social Media within a Business	Three	✓	-	✓	-	-	-
H/502/5783	Project Management Skills	Three	✓	-	✓	-	-	-
K/504/0933	Understanding Client Relationships in Public Relations	Four	✓	-	-	-	-	-

Components			Set by the centre			Set by AIM		
<i>Component Code</i>	<i>Component Title</i>	<i>Level</i>	<i>Portfolio of evidence</i>	<i>Exam</i>	<i>Practical</i>	<i>Portfolio of evidence</i>	<i>Exam</i>	<i>Practical</i>
T/504/0935	Understanding How Public Relations Professionals Contribute to Internal Communications	Three	✓	–	✓	–	–	–
H/504/0932	Understanding How to Win New Public Relations Business	Four	✓	–	–	–	–	–
Y/504/0930	Understanding Public Relations Work within Public Affairs	Four	✓	–	✓	–	–	–
M/504/0934	Understanding the Importance of Brands in Public Relations	Four	✓	–	–	–	–	–
D/504/0931	Understanding the Use of Public Relations in Issues and Crisis Management	Five	✓	–	–	–	–	–

Operational Guidance

Section Four

Offering this Qualification

Centres wishing to offer this qualification must be an AIM recognised centre. New centres can apply to become a centre using the centre recognition application process on our website (www.aim-group.org.uk).

We can advise centres of the best and most efficient methods for offering this qualification. All procedures for the use of this qualification, including approval, registration of learners, verification and certification will be completed through AIM and all centres will have an allocated customer experience advisor to support them.

Approval to Offer the Qualification

Centres wishing to offer this qualification must complete and submit a Qualification Approval request (found on the AIM website). Some qualifications require centres to have specific resources in place and/or their assessors/ internal verifiers should hold certain qualifications. Where this is the case, centres must provide evidence of resources/staff qualifications when completing the Qualification Approval request.

Registration and Certification

Once your centre has approval to offer a qualification, you will be able to register learners using the AIM portal. Learners must be registered onto the correct qualification via the portal. Centres then select their chosen components.

For all registration and certification processes, please refer to the portal guidance document which can be downloaded from our website (www.aim-group.org.uk). Details of assessment, internal verification and external verification can be found in Appendix 1 - A guide to assessing AIM qualifications of this handbook.

Learners achieving a qualification will be issued with a qualification certificate detailing the achieved qualification and components. Learners who have not achieved a qualification will, on request, be issued with a component certificate detailing the components achieved.

Fees and Charges

The AIM Fees and Charges brochure includes all qualification charges and is available on our website. Please note that registrations will not be processed if centre fees have not been paid.



Section Five

Appendices

APPENDICES AND LINKS

Select an appendix from the list below to view the document.

Appendix

1. A Guide to Assessing AIM Qualifications



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