



Pearson LCCI Level 3 Certificate in Public Relations (VRQ) (ASE3029)

Specification

First teaching from Series 2, 2010

Issue 2

Edexcel, BTEC and LCCI qualifications

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Introduction

LCCI qualifications

LCCI qualifications are widely regarded by employers to prepare learners for key functions of modern international business. The qualifications are recognised worldwide by employers, universities and professional bodies.

This qualification is not regulated by any regulatory authority in the UK. It exists on Pearson's self-regulated framework (SRF).

Pearson LCCI offers a wide range of qualifications, which are available at Levels 1 to 4 across the following subject areas:

- English Language
- Marketing and Customer Service
- Business, Administration and IT
- Financial and Quantitative.

This specification is part of the Marketing and Customer Service suite of LCCI qualifications.

Please refer to the Pearson qualification website for details of other qualifications in the suite.

Purpose of the specification

This specification sets out:

- the objectives of the qualification
- any other qualification(s) that a student must have completed before taking the qualification
- any prior knowledge and skills that a student is required to have before taking the qualification
- any other requirements that a student must have satisfied before they will be assessed or before the qualification will be awarded
- the knowledge, understanding and skills that will be assessed as part of the qualification
- the method of assessment and any associated requirements relating to it
- the criteria against which a student's level of attainment will be measured (such as assessment criteria).

Qualification aims

The aims of the Pearson LCCI Level 3 Certificate in Public Relations (VRQ) are to enable students to develop a broad understanding in the key areas of:

- media relations and media activities
- publics and the media
- the nature, roles and responsibilities of public relations (PR)
- the organisation of PR
- general and specialist areas of PR activities, e.g. crisis PR, financial PR, corporate PR, community relations, etc.
- sponsorship and exhibitions
- personal development.

Successful students who also obtain passes in two other subjects from a specific list *within a period of three months* will be eligible for the LCCI IQ Level 3 Diploma in Public Relations. Successful students who achieve the Level 3 Group Diploma in Public Relations will be eligible to apply for the Chartered Institute of Public Relations (CIPR) Advanced Certificate in Public Relations.

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Specification at a glance

The Pearson LCCI Level 3 Certificate in Public Relations (VRQ) consists of one externally examined paper.

The Pearson LCCI Level 3 Certificate in Public Relations (VRQ)

- Externally assessed.

**100% of the
total
qualification**

Overview of content

- 1 The nature of public relations
- 2 The publics of public relations
- 3 Law and voluntary codes
- 4 International public relations
- 5 Community relations
- 6 A public relations campaign
- 7 Working with the media
- 8 Exhibitions
- 9 Sponsorship
- 10 Research
- 11 Technology and the internet
- 12 Public relations miscellaneous
- 13 Professional development

Overview of assessment

- One written, externally-set and marked paper, contributing 100% of the overall grade of the qualification.
- The examination will be 3 hours.
- The paper consists of 2 sections Section A and Section B
- Section A, which has 2 questions, is compulsory and all candidates must answer/attempt this section
- Section B requires candidates to answer 3 other questions from a choice of 8
- At least 3 questions in section B will require an answer in the form of a report or memorandum
- All questions are worth 20 marks each
- The examination will consist of 100 marks.
- Students will be graded Pass/Merit/Distinction. A result of Fail will be recorded where students do not achieve the required marks for a Pass.

The Pearson LCCI Level 3 Certificate in Public Relations (VRQ)

Coverage of Syllabus Topics in Examinations

Section A compulsory questions will come from Syllabus Topics 6 and 7. All other questions will come from the remaining 11 Syllabus Topics which will appear in examination papers at regular intervals.

Answer Formats

Candidates will be asked to provide answers in one or more of the following formats:

- memorandum
- press/news release
- presentation notes
- report
- email
- short paragraphs

Appropriate public relations language should be used with relevant diagrams properly labelled.

If requested to answer in the form of a press/news release, approximately 120 words in short paragraphs are required. It should contain no superlatives, meaningless words, clichés, sub-headings, quotation marks, punctuated acronyms or underlining.

The correct layout should have the sequence of address, telephone number, fax number, after hours number, date, release reference number, release heading, endings, contact for further information and finally, the name of the writer. In order to achieve full marks the candidate must use a date and reference number. Three marks are awarded for style.

If requested to answer in the form of a report, candidates will need to correctly address the report and structure their report with headings and sub-headings. The report should contain correctly numbered sections or bullet points.

Mark Allocation

A positive marking approach is used. Marks are not lost for spelling, grammar or punctuation. However, for the press/news release, a limit of +10% is allowed for the word count. Excessive words are ignored, they are not penalised – simply not marked.

Similarly where a question asks for a specific number of examples (e.g. List 5 publics for...), only the specified number of examples asked for are marked, and any answers above the requested number are likewise ignored.

Marks are allocated for a question requiring a specific format answer e.g. a report, a memo. Candidates not presenting their answer in the required format will not receive the marks allocated for this.

The Pearson LCCI Level 3 Certificate in Public Relations (VRQ)

Candidate Performance Measurement

Pass 50%, Merit 60%, Distinction 75%

Recommended Reading List:

Essential Reading

LCCI Chief Examiner — *How to Pass Public Relations, Third Level* (LCCI)
ISBN-10: 1 86247 085 5

Additional Recommended Texts

Tench & Yeomans — *Exploring Public Relations* (Prentice Hall)
ISBN-10: 0 273 68889 8

Cutlip, Center & Brrom — *Effective Public Relations* (Prentice Hall)
ISBN-10: 0 13 245523 4

It is recommended that candidates read as widely as possible and to monitor the relevant media available to them, and the commercial environment, for examples of Public Relations in action.

Support Material

Model answers and past question papers are available on the qualification page of the Pearson website (qualifications.pearson.com/lcci)

Knowledge, skills and understanding

Content

The following content must be covered to prepare students for the final assessment of this qualification.

1 The nature of public relations

Subject content	Students should:
1.1 Understanding public relations	a) Provide a definition of public relations as given by the Chartered Institute of Public Relations and explain the relevance of the important key words in this definition
	b) Explain The Mexican Statement
	c) Identify and explain the differences between: i) public relations ii) marketing iii) advertising iv) propaganda
	d) Describe public relations as a management function and its position within an organisation
	e) Identify and explain the managerial role and duties of a public relations manager in control of a public relations department
1.2 The uses of public relations	a) Explain the use of public relations in: i) financial markets ii) international markets iii) parliamentary liaison iv) commercial markets v) non-profit organisations vi) community relations vii) crisis situations

Subject content	Students should:
1.3 The organisation of public relations	a) Provide an organisational chart for an internal public relations department and an external consultancy
	b) Identify and explain the advantages and disadvantages of an internal public relations department
	c) Identify the advantages and disadvantages of using an external public relations consultancy
	d) Explain the numerous duties that can be carried out by a public relations consultancy
	e) Identify and explain the various methods used by a public relations consultancy in preparing their fees and charges

2 The publics of public relations

Skills	Students should:
2.1 Understanding and identifying publics	a) Provide a suitable definition of publics in respect of public relations
	b) Identify eight major publics of an organisation and provide relevant and appropriate examples of such
	c) Identify relevant, practical and economical ways of communicating with identified publics in a given scenario
	d) Explain the consequences of failing to identify or target the correct publics
	e) Explain the differences between: <ul style="list-style-type: none"> i) a market segment and publics ii) a target audience and a target market iii) publics and a target audience
2.2 The communication process	a) Provide a suitable diagram to show the communication process, including noise
	b) Explain each element involved in the communication model
	c) Describe what is meant by noise in the communication process and identify various examples of noise that may be encountered
	d) Explain why feedback is an essential part of the communication process and the dangers of not reacting to feedback
2.3 Operating environment for public relations	a) Carry out an environmental analysis using a recognised analytical tool such as STEEPLE, SLEPT or PESTLE
	b) Carry out an internal organisational analysis using SWOT

3 Law and voluntary codes

Skills	Students should:
3.1 Law, statutory legislation and codes of conduct	a) Provide an acceptable definition of statutory legislation
	b) Explain the differences between statutory legislation and voluntary controls
	c) Explain what is meant by copyright, patent, trademark, plagiarism, brand and logo, and the legal implications of each
	d) Explain the differences between libel, slander and misrepresentation
	e) Describe in detail what is meant by a code of conduct and to whom it may apply
	f) Identify some of the elements contained in the Code of Conduct applied to public relations professionals

4 International public relations

Skills	Students should:
4.1 Preparing for and carrying out public relations	a) Identify various sources of information services available to provide information about foreign countries, markets and organisations
	b) Explain the difficulties that may be faced by an organisation when carrying out research in a developing nation
	c) Identify and explain how different cultures, as well as language and literacy levels, can impact on carrying out a public relations campaign in a developing nation
	d) Identify and explain how media, infrastructure and communication methods available in a developing nation may be significantly different to those of a developed nation
	e) Offer suitable methods available to public relations personnel that may be used to communicate a public relations message in a developing nation with limited media and/or infrastructure
	f) Identify and explain suitable methods for evaluating the results of a public relations campaign that has been undertaken in a developing nation
	g) Explain the role of foreign correspondents and translation services when dealing with international markets or media

5 Community relations

Skills	Students should:
5.1 The role of community relations	a) Give a relevant definition of community relations, emphasising that it relates to the local community
	b) Identify the relevant community publics (which may be different to the recognised general publics) with whom an organisation may need to interact
	c) Identify and explain the need for an organisation to have a community relations policy with regards to the: <ul style="list-style-type: none"> i) advantages and benefits to the organisation of a good relations programme ii) disadvantages and dangers of poor community relations
	d) Explain the importance of local media and identify relevant, practical and economic means of communicating with a local community
	e) Identify and explain various community relations activities that an organisation might carry out or be involved with
	f) Explain how an organisation may evaluate the results of their community relations activities

6 A public relations campaign

Skills	Students should:
6.1 Preparation	a) Use the six-point planning model to plan, implement and evaluate a public relations campaign
	b) Assess the current situation in a given scenario
	c) Formulate relevant and practical objectives in line with the current situation
	d) Identify and explain the relevant publics that will need to be communicated with
6.2 Implementation and evaluation	a) Identify the relevant communication techniques to be utilised and explain how they would be used
	b) Provide a relevant budget in a correct format to carry out the campaign
	c) Demonstrate how the campaign could be evaluated using various criteria

7 Working with the media

Skills	Students should:
7.1 Understanding the media	a) Explain the organisation of the press, television and radio: <ul style="list-style-type: none"> i) news requirements ii) deadlines iii) staff positions and roles iv) how information will need to be presented to them
	b) Identify what constitutes a news story
	c) Produce an appropriate news release relating to a given scenario, ensuring: <ul style="list-style-type: none"> i) it is presented using the correct layout ii) the appropriate writing style is adopted iii) all relevant items of information are included
	d) Describe how the media gather news through the use of news and picture agencies, international agencies, freelance journalists, correspondents and stringers
7.2 Media events	a) Explain the differences between a facility visit, a press conference and a press reception
	b) Produce a detailed plan and sequences of events for a facility visit and a press reception
	c) Explain the importance of media interviews with the press, television and radio, and be aware of the different interview techniques
7.3 Media relations	a) Explain what is meant by media relations
	b) Identify and explain the various methods and ways used to establish and maintain good media relations
	c) Explain what is meant by media evaluation and be capable of performing a media evaluation exercise of a well-known publication in their own country

8 Exhibitions

Skills	Students should:
8.1 Types of exhibitions and their uses	a) Identify and describe what is meant by: <ul style="list-style-type: none"> i) consumer exhibition ii) trade exhibition iii) travelling exhibition iv) international exhibition
	b) Explain why an organisation might attend any or all of the various types of exhibitions
	c) Describe how public relations can aid an exhibition through the use of prior media notification, stand design and media facilities
	d) Understand and explain the importance of establishing good relationships with the exhibition organiser's press office and the relevance of post exhibition media contact
	e) Prepare a detailed and timetabled plan for an organisation that wishes to take part in an exhibition

9 Sponsorship

Skills	Students should:
9.1 Understanding sponsorship	a) Provide a suitable definition of sponsorship and explain key words in this definition
	b) Explain the different objectives and uses of sponsorship compared to those of advertising
	c) Identify the different types of sponsorship available and to provide relevant examples of each
9.2 Organising, planning and control	a) Identify and explain the objectives of a sponsorship programme
	b) Explain a variety of reasons why an organisation would consider a sponsorship program
	c) Identify and explain the seven-step approach for creating an effective sponsorship program
	d) Explain how organised media events and integration with other elements of the marketing mix are required for the maximum impact
	e) Evaluate the success or failure of a sponsorship program using a variety of means

10 Research

Skills	Students should:
10.1 Methods of research	a) Explain what is meant by: <ul style="list-style-type: none"> i) primary research ii) secondary research iii) qualitative research iv) quantitative research
	b) Identify relevant sources of secondary research
	c) Explain the three methods of obtaining primary research
	d) Describe different methods of research: <ul style="list-style-type: none"> i) ad hoc ii) continuous/tracking study iii) omnibus iv) focus group
	e) Identify and explain the five steps required when carrying out a research project
	f) Identify and explain how target markets for research can be derived using demographics, ACORN, MOSAIC etc.

11 Technology and the Internet

Skills	Students should:
11.1 Technology	a) Explain how technology has impacted on public relations through the introduction of: <ul style="list-style-type: none"> i) mobile telephones ii) satellite television iii) video conferencing iv) closed circuit television v) satellite navigation vi) computers and computer software
11.2 Uses of IT	a) Explain what is meant by desktop publishing
	b) Identify and explain examples of how desktop publishing is used in public relations
	c) Identify the use of database systems for public relations
	d) Explain the use of computer programmes, (e.g. PowerPoint), for making presentations in public relations

Skills	Students should:
11.3 The internet	a) Explain the difference between: <ul style="list-style-type: none"> i) the internet ii) the world wide web (www) iii) a website
	b) Identify and explain how the internet has impacted on public relations
	c) Describe various uses of the internet for public relations
	d) Explain the importance of search engines in respect of: <ul style="list-style-type: none"> i) searching for information ii) registering with them iii) using meta-tags
	e) Identify and explain the major elements of information that will have to be included in an organisation's public relations website or web page(s): <ul style="list-style-type: none"> i) company background and history ii) key personnel iii) key customers iv) contact information v) press release archive vi) financial information vii) product/service catalogue viii) article/white paper library ix) trade show list/activities x) location/facilities information
	f) Identify and explain how the internet has dramatically increased the communication opportunities for public relations
	g) Prepare a news release to be sent out by email and displayed on the organisation's public relations website/web page

12 Public relations miscellaneous

Skills	Students should:
12.1 Public relations own media	a) Describe the use of visual and audio-visual aids as a tool of communication
	b) Explain what is meant by: <ul style="list-style-type: none"> i) house journal ii) annual report iii) corporate brochure iv) educational literature
	c) Identify and explain the likely contents of: <ul style="list-style-type: none"> i) house journal ii) annual report iii) corporate brochure iv) educational literature
	d) Identify relevant tools of internal communication
12.2 Photography in public relations	a) Identify and describe the various categories of photographer that may be available for use by a public relations officer
	b) Identify and explain the various opportunities when a photographer may be used or hired
	c) Identify and explain the relevant information that will be needed when briefing a photographer
	d) Explain what is meant by, and the purpose of, a photo caption

13 Professional development

Skills	Students should:
13.1 Making a presentation	a) Identify and explain the various types of presentation a public relations officer might be required to carry out
	b) Identify various sources used for gathering material for speeches and presentations
	c) Identify and explain the various stages and actions required in preparing for a presentation: <ul style="list-style-type: none"> i) writing a speech ii) rough draft/final proof iii) time limits iv) vocabulary v) time for questions
	d) Explain the importance of the following when making a presentation: <ul style="list-style-type: none"> i) personal appearance ii) body language iii) voice tone, use of language iv) mannerisms v) use of humour
13.2 Organising and managing effective meetings	a) Select the participants for a meeting
	b) Prepare the agenda for a meeting
	c) Select and prepare the venue for the meeting
	d) Facilitate the recording of the minutes of the meeting
	e) Open the meeting
	f) Establish the ground rules, the purpose and the objectives of the meeting
	g) Effectively apply time management during the meeting
	h) Carry out evaluation reviews during the meeting
	i) Carry out a final evaluation review at the end of the meeting
	j) Close the meeting
	k) Prepare a written report of the meeting, discussions and decisions made for superior management

Skills	Students should:
13.3 Problem solving, decision making and negotiation	a) Draw a relevant diagram to illustrate the problem-solving and decision-making process and explain fully each stage of this process: <ul style="list-style-type: none"> i) problem identification ii) generation of possible solutions iii) evaluation of possible solutions iv) selection of best solution v) implementing the best solution vi) evaluation and feedback for the solution applied
	b) Explain what is meant by negotiation, and the purpose of negotiations
	c) Draw and explain the elements of the negotiation/conflict matrix
	d) Explain the tactics adopted for distributive (win-lose) and integrative (win-win) negotiation
	e) Explain what is meant by Best Alternative to a Negotiated Agreement (BATNA) or what is more commonly referred to as a “reservation or walk away agreement”
	f) Identify and explain other elements that can influence the process of negotiations: <ul style="list-style-type: none"> i) type of communication used ii) personalities iii) past experiences iv) time pressures
	g) Briefly explain the elements of soft, hard and principled negotiation

Assessment

Assessment summary

Pearson LCCI Level 3 Certificate in Public Relations (VRQ)

Number of series: OD until 31-Dec-2019

Availability: Last assessment 31-Dec-2019

Overview of content

- 1 The nature of public relations
- 2 The publics of public relations
- 3 Law and voluntary codes
- 4 International public relations
- 5 Community relations
- 6 A public relations campaign
- 7 Working with the media
- 8 Exhibitions
- 9 Sponsorship
- 10 Research
- 11 Technology and the internet
- 12 Public relations miscellaneous
- 13 Professional development.

Overview of assessment

- One written, externally-set and marked paper, contributing 100% of the overall grade of the qualification.
- The examination will be 3 hours.
- The paper consists of 2 sections Section A and Section B
- Section A, which has 2 questions, is compulsory and all candidates must answer/attempt this section
- Section B requires candidates to answer 3 other questions from a choice of 8
- At least 3 questions in section B will require an answer in the form of a report or memorandum
- All questions are worth 20 marks each
- The examination will consist of 100 marks.
- Students will be graded Pass/Merit/Distinction. A result of Fail will be recorded where students do not achieve the required marks for a Pass.

The Pearson LCCI Level 3 Certificate in Public Relations (VRQ)

Coverage of Syllabus Topics in Examinations

Section A compulsory questions will come from Syllabus Topics 6 and 7. All other questions will come from the remaining 11 Syllabus Topics which will appear in examination papers at regular intervals.

Answer Formats

Candidates will be asked to provide answers in one or more of the following formats:

- memorandum
- press/news release
- presentation notes
- report
- email
- short paragraphs.

Appropriate public relations language should be used with relevant diagrams properly labelled.

If requested to answer in the form of a press/news release, approximately 120 words in short paragraphs are required. It should contain no superlatives, meaningless words, clichés, sub-headings, quotation marks, punctuated acronyms or underlining.

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Mark Allocation

A positive marking approach is used. Marks are not lost for spelling, grammar or punctuation. However, for the press/news release, a limit of +10% is allowed for the word count. Excessive words are ignored, they are not penalised – simply not marked.

Similarly where a question asks for a specific number of examples (e.g. List 5 publics for...), only the specified number of examples asked for are marked, and any answers above the requested number are likewise ignored.

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The Pearson LCCI Level 3 Certificate in Public Relations (VRQ)

Candidate Performance Measurement

Pass 50%, Merit 60%, Distinction 75%

Recommended Reading List:

Essential Reading

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Additional Recommended Texts

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ISBN-10: 0 273 68889 8

Cutlip, Center & Brrom — *Effective Public Relations* (Prentice Hall)
ISBN-10: 0 13 245523 4

It is recommended that candidates read as widely as possible and to monitor the relevant media available to them, and the commercial environment, for examples of Public Relations in action.

Support Material

Model answers and past question papers are available on the qualification page of the Pearson website (qualifications.pearson.com/lcci)

Aims of assessment

The examination will assess the candidate's ability to:

- understand the profession of public relations
- appreciate the role of public relations within an organisation
- recognise the role of public relations consultancy
- specify the strategic role of public relations in the management of communications throughout an organisation
- explain the uses of different types of media, production and event organising
- plan, carry out and evaluate different public relations activities
- understand the management and employee relationship
- identify and explain examples of public relations in action.

Entry and assessment information

Please see the *Pearson Information Manual* and the *Pearson LCCI examination regulations*, available from our website: qualifications.pearson.com/lcci

Student entry

Details on how to enter students for the examination for this qualification can be found on our website: qualifications.pearson.com/lcci

Combinations of entry

There are no forbidden combinations of entry for this qualification.

Age

The qualification is intended for learners aged 16 and above.

Resitting the qualification

Candidates can resit the examination for the Pearson LCCI Level 3 Certificate in Public Relations (VRQ).

It is strongly advised that candidates do not register to undertake a resit until they have received the results from their previous examination.

Access arrangements, reasonable adjustments and special consideration

Access arrangements

Access arrangements are agreed before an assessment. They allow students with special educational needs, disabilities or temporary injuries to:

- access the assessment
- show what they know and can do without changing the demands of the assessment.

The intention behind an access arrangement is to meet the particular needs of an individual student without affecting the integrity of the assessment. Access arrangements are the principal way in which awarding bodies comply with the Equality Act 2010 to make 'reasonable adjustments'.

Access arrangements should always be processed at the start of the course. Students will then know what is available and have the access arrangement(s) in place for assessment.

Reasonable adjustments

The Equality Act 2010 requires an awarding organisation to make reasonable adjustments where a person with a disability would be at a substantial disadvantage in undertaking an assessment. The awarding organisation is required to take reasonable steps to overcome that disadvantage.

A reasonable adjustment for a particular person may be unique to that individual and therefore might not be in the list of available access arrangements.

Whether an adjustment will be considered reasonable will depend on a number of factors, which will include the:

- needs of the student with the disability
- effectiveness of the adjustment
- cost of the adjustment; and
- likely impact of the adjustment on the student with the disability and other students.

An adjustment will not be approved if it involves unreasonable costs to the awarding organisation, timeframes or affects the security or integrity of the assessment. This is because the adjustment is not 'reasonable'.

Special consideration

Special consideration is a post-examination adjustment to a student's mark or grade to reflect temporary injury, illness or other indisposition at the time of the examination/assessment, which has had, or is reasonably likely to have had, a material effect on a candidate's ability to take an assessment or demonstrate their level of attainment in an assessment.

Further information

Please see our website or email internationalenquiries@pearson.com for further information on how to apply for access arrangements and special consideration.

For further information about access arrangements, reasonable adjustments and special consideration please refer to the Joint Council for Qualifications (JCQ) website: www.jcq.org.uk/examination-system/access-arrangements-and-special-consideration

Equality Act 2010 and Pearson equality policy

Equality and fairness are central to our work. Our equality policy requires all students to have equal opportunity to access our qualifications and assessments, and our qualifications to be awarded in a way that is fair to every student.

We are committed to making sure that:

- students with a protected characteristic (as defined by the Equality Act 2010) are not, when they are undertaking one of our qualifications, disadvantaged in comparison to students who do not share that characteristic
- all students achieve the recognition they deserve for undertaking a qualification and that this achievement can be compared fairly to the achievement of their peers.

You can find details on how to make adjustments for students with protected characteristics in the policy document *Access Arrangements, Reasonable Adjustments and Special Considerations*, which is on our website, qualifications.pearson.com/en/support/support-topics/exams/special-requirements.html

Malpractice

Cases of alleged, suspected or confirmed malpractice must be dealt with in accordance with the latest Joint Council for Qualifications (JCQ) *General and Vocational Qualifications Suspected Malpractice in Examinations and Assessments Policies and Procedures*, available on the JCQ website: www.jcq.org.uk

Pearson cares greatly about the integrity of its qualifications and is aware that incidents of malpractice threaten that integrity, adversely affect learners and undermine public confidence in the delivery and awarding of qualifications. For this reason, Pearson takes malpractice incidents extremely seriously and investigates all allegations it receives as fully as possible. Where malpractice is proven Pearson will impose appropriate penalties and/or sanctions on those found to be responsible, which can include debarment from delivery of Pearson qualifications (for staff) and disqualification (for learners).

Candidate malpractice

Candidate malpractice refers to any act by a candidate that compromises or seeks to compromise the process of assessment or which undermines the integrity of the qualifications or the validity of results/certificates.

Candidate malpractice in examinations must be reported to Pearson using a *JCQ M1 Form* (available at www.jcq.org.uk/exams-office/malpractice). The form can be emailed to pqsmalpractice@pearson.com or posted to Investigations Team, Pearson, 190 High Holborn, London, WC1V 7BH. Please provide as much information and supporting documentation as possible. The final decision regarding appropriate sanctions lies with Pearson.

Failure to report malpractice constitutes staff or centre malpractice.

Staff/centre malpractice

Staff and centre malpractice includes both deliberate malpractice and maladministration of Pearson qualifications. As with candidate malpractice, staff and centre malpractice is any act that compromises or seeks to compromise the process of assessment or which undermines the integrity of the qualifications or the validity of results/certificates.

All cases of alleged or suspected staff malpractice and maladministration must be reported immediately, before any investigation is undertaken by the centre, to Pearson on a *JCQ M2(a) Form* (available at: www.jcq.org.uk/exams-office/malpractice). The form, supporting documentation

and as much information as possible can be emailed to pqsmalpractice@pearson.com or posted to Investigations Team, Pearson, 190 High Holborn, London, WC1V 7BH. The final decision regarding appropriate sanctions lies with Pearson.

Failure to report malpractice itself constitutes malpractice. More detailed guidance on malpractice can be found on our website at <http://qualifications.pearson.com/en/support/support-topics/exams/examination-guidance/malpractice-and-plagiarism.html> and in the latest version of the JCQ *General and Vocational Qualifications Suspected Malpractice in Examinations and Assessments Policies and Procedures*, available at: www.jcq.org.uk/exams-office/malpractice

Language of assessment

Assessment of this specification will be in English only. Assessment materials will be published in English only and all work submitted for examination must be in English only.

Other information

Guided Learning Hours (GLH)

Guided Learning Hours: the number of teacher-led contact hours required to support student achievement for a qualification.

For the Pearson LCCI Level 3 Certificate in Public Relations (VRQ) we recommend 140–160 GLH.

Centres should ensure students have additional time for self-study and preparation for the final examination, which is in addition to the GLH stated above.

Student recruitment

Pearson follows the JCQ policy concerning recruitment to our qualifications in that:

- they must be available to anyone who is capable of reaching the required standard
- they must be free from barriers that restrict access and progression
- equal opportunities exist for all students.

Prior learning and other requirements

There are no formal entry requirements for this qualification.

Students may be studying in a local language but the assessment will be in English. Pearson recommends students have a standard of business English equivalent to LCCI IQ English for Business Level 2. This will support access to the assessment materials and students will be able to communicate responses effectively.

Progression

Successful students who also obtain passes in two other subjects from a specific list *within a period of three months* will be eligible for the Pearson LCCI IQ Level 3 Diploma in Public Relations. Successful students who achieve the Level 3 Group Diploma in Public Relations will be eligible to apply to the Chartered Institute of Public Relations (CIPR) Advanced Certificate in Public Relations.

Using appropriate internal processes, centres must ensure they choose the most appropriate qualification level for their students' needs.

Codes

The subject code for Pearson LCCI Level 3 Certificate in Public Relations (VRQ) is: ASE3029. The subject code is used by centres to enter students for a qualification. Centres will need to use the entry codes only when claiming students' qualifications.

Support, training and resources

Training

Pearson offers support and training to teachers on the standard of delivery and preparing students to meet the assessment requirements.

Specifications, sample assessment materials and teacher support materials

The Pearson LCCI Level 3 Certificate in Public Relations (VRQ) sample assessment materials can be downloaded from our website.

To find a list of all the support documents available please visit our website:
qualifications.pearson.com

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For more information on Pearson and LCCI qualifications please visit our website: <http://qualifications.pearson.com/en/qualifications/lcci.html>

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