



Education and Training Qualifications Accredited by Global Alliance

Assessment Guidelines

Academic, Educational & Training Organisations are encouraged to seek accreditation for their educational and training programs as a measure of recognition by the Global Public Relations & Communications Professional Body.

Global Alliance for Public Relations and Communication Management (Global Alliance) conducts an Accreditation process which recognises individual diplomas, training programs, undergraduate and postgraduate degrees offered to students and professionals by Academic, Educational and Training Organisations and Public Relations and Communications Associations, where those programs meet the highest standards of education and training.

Global Alliance's accreditation process audits education and training programs against established criteria demonstrating that educational and training providers have committed themselves to ensuring that their courses are in alignment with industry practice and meet required standards.

Global Alliance's accreditation process is program-based and relates to individual programs of study.

Submissions are referred to the Academic Council of the Global Alliance, which shall review and assess each application for Global Alliance Executive Board approval.

The application requires detailed information regarding the Curriculum, Teaching and Learning Resources, the Qualifications and Experience of the Faculty and Trainers, as well as support services to students.

The granting of Global Alliance Accreditation is an acknowledgement that the program has met the required standards. Submissions are accepted at any time of the year.

The process of obtaining accreditation:

Applications for Global Alliance accreditation must be sent to the General Secretary to be submitted to the Global Alliance Academic Council.

The Academic Council shall review, assess, and evaluate the information provided and may request further information. The Academic Council shall make a recommendation to the Global Alliance Executive Board in line with educational and academic standards for ratification of accredited associations or institutions and certification of courses and training programs.

Once the Executive Board is satisfied that the proper standards have been met, Global Alliance officially grants accreditation to the course provided by the institution or organization

Accreditation is valid for three years.

The cost of accreditation shall be determined by the Treasurer in consultation with Global Alliance Executive Committee and Academic Council. The Accreditation fee shall be paid annually in advance.

Guidelines for Assessment

- Name of Program
- Host Academic Unit/Discipline
- Specialization or Major and/or Minor (if applicable)
- Study Regime (full-time, part-time, etc.)
- Program Objectives and Intended Learning Outcomes
- Admission Requirements and Selection Process
- Number of Students (alumni, expected numbers for next term, maximum number of students per course)
- Student Services and Co-Curricular Experiences
- Program Structure and Content
- Mode of Delivery (lecturing, online learning, distance learning, etc.)
- Number of Credits (if applicable)
- Academic Leadership, and Teaching and/or Research Team
- Learning Environment, Resources and Support
- Information, Physical, and Technological Resources
- Program Development, Management, Monitoring, Evaluation and Review

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