CARDIFF UNIVERSITY
PRIFYSGOL CAERDYDD

Professional Development
Datblygiad Proffesiynol

Short Courses for Professional Development 2017

www.cardiff.ac.uk/train

CONTENTS

CPD AT CARDIFF UNIVERSITY

CHAPLAINCY STUDIES

- Beginning Chaplaincy
- Professional Development Days for University Chaplains

COMMUNICATION SKILLS

- Business Writing Skills
- Confident Communication
- Presentation Skills

DEVELOPING AND EVALUATING PUBLIC HEALTH INTERVENTIONS

- Developing Complex Public Health Interventions
- Evaluating Complex Public Health Interventions
- Process Evaluation of Complex Interventions

EXECUTIVE EDUCATION

- Collaborate for the Well-Being of Future Generations
- Leadership in Business Administration (LBA) Programme
- Lean Six Sigma

MANAGEMENT

- Coaching Skills for Effective Performance
- Optimise your Recruitment Toolkit
- Performance Management and Appraisal
- Train the Trainer

MARKETING AND ONLINE COMMUNICATION

- Copywriting
- Google Analytics
- Developing a Communication Strategy
- Media Relations
- Writing for the Web
- Digital Marketing
- Search Engine Optimisation
- Website Design & Management
- Setting Up and Editing AdWords

MODERN FOREIGN LANGUAGES

- Translation of Minority Languages
- Translation and Cultures
- Tranalsation and Adaptation in the Arts

PROJECT MANAGEMENT

- Practical Project Management
- Microsoft Project® for Project Management
- PRINCE2®
- Managing Successful Programmes®

RESEARCH & STATISTICS

- Advanced Searching Techniques Workshop
- Conducting a Systemic Review; a practical guide

CPD AT CARDIFF UNIVERSITY

Translating University Expertise Into Business Focussed Learning Solutions

A member of the prestigious Russell Group, Cardiff University is recognised in independent government assessments as one of Britain's leading teaching and research Universities.

With expertise encompassing many sectors and disciplines, we offer extensive professional development opportunities designed to raise skill levels and equip participants with cutting edge knowledge and techniques.

Our provision is constantly updated to reflect business needs and the latest industry development. Courses are underpinned by world-class research and teaching expertise, and informed by our close links with industry, professional bodies and the public sector.

Learning is practical with a particular emphasis on discussion and interaction, and how new skills and knowledge can be applied in the workplace. We aim to ensure that employees continue to develop their skills to the fullest which will help organisations to remain innovative, competitive and up-to-date.

Provision is available in a range of formats, offering flexibility and catering for various learning requirements:

- Short courses
- Blended learning
- Online learning and MOOCs
- Workshops
- Seminars and lectures
- Accredited training
- Access to Postgraduate modules on a standalone basis
- Bespoke learning solutions developed specifically for your organisation's needs

With extensive experience working with organisations both in the UK and internationally, the CPD Unit offers a gateway for business to access the wide range of expertise available within the University, faciltiating the translation of research and knowledge into practical, impactful training solutions.

We are an ambitious and innovative university with a bold strategic vision, located in a beautiful and thriving capital city. Our world-leading research was ranked 5th amongst UK universities in the 2014 Research Excellence Framework for quality and 2nd for impact.

Our expertise encompasses 26 academic Schools across three Colleges:

COLLEGE OF ARTS, HUMANITIES AND SOCIAL SCIENCES

The College of Arts, Humanities and Social Sciences is a vibrant, diverse and inspiring community. We span 11 Academic Schools and are committed to excellence in teaching and research.

The College of Arts, Humanities and Social Sciences consists of eleven Academic Schools with 1,100 staff and 13,000 students.

From Business to Law, Music to Journalism, we have an internationally recognised intellectual capacity considering the key theoretical and practical questions in the study of the economy, politics and society.

Our professional courses help equip employees with the latest skills, and bespoke training can be tailored to meet the specific needs of organisations.

COLLEGE OF BIOMEDICAL AND LIFE SCIENCES

The College of Biomedical and Life Sciences is a vibrant academic community, which undertakes innovative research and provides state-of-the-art learning facilities.

The College brings together seven schools with immense strength in research and teaching, not just in Wales, but the UK and worldwide. It has over 2000 staff and 7000 students.

We aim to be a world-leading centre of academic and clinical excellence, renowned for holistic education and specialty training targeted at improving the health and well-being of society.

An integrated approach is taken to all aspects of health and bio-scientific research, achieving internationally respected results at all stages of the medical research process, from laboratory science through to improved medical and healthcare practices.

COLLEGE OF PHYSICAL SCIENCES AND ENGINEERING

The College of Physical Sciences and Engineering is a centre of academic excellence, internationally renowned for research and teaching excellence, innovation, industrial engagement, sustainable solutions and societal impact.

Comprised of seven academic schools, the College boasts considerable strength with a diverse portfolio of research and teaching activities aimed at creating exciting global research directions and a rich student experience.

Our agenda-setting research is driven by fundamental enquiry, from investigating the cosmos to the earth's interior, from the atmosphere to the oceans, from energy to health, from catalysis to tissue engineering, from lightning to materials.

Theoretical research is translated to practical and commercial application across the College creating new knowledge and training the next generations of engineers, architects and scientists.

CHAPLAINCY STUDIES

St Padarn's is a bold, innovative, move by the Church in Wales to reformulate formation and training across the whole of Wales.

The Church in Wales is committed to its 2020 vision to live out God's transforming mission of love for Wales, within the strengths of the Anglican tradition, responsive to the needs to contemporary society.

Full course details can be viewed at: www.stpadarns.ac.uk

Beginning Chaplaincy

DATES: January and June

This 5 day residential programme provides space and time for formal and informal interaction amongst participants and tutors, as well as time for individual and group reflection. It also provides learning support which is responsive to participants' individual needs and aspirations.

Beginning Chaplaincy is an innovative exiting snd unique programme for chaplains new to the NHS

- Focuses on how healthcare chaplains can develop best practice
- Builds on previous learning and develops new skills and understanding
- Enables chaplains to plan further personal and and professional development
- Is delivered by experienced chaplains and educators working in partnership
- Is responsive to the particular training needs of new chaplains
- Equips chaplains of all faiths to work in a multi-faith context
- Is accredited by Cardiff University

Professional Development Days for University Chaplains

£45 Per day

For further details and how to book contact Tina Franklin: Tina.Franklin@stpadarns.ac.uk

These are free-standing professional development (CPD) days for university chaplains. Three CPD days will be offered in 2017, open to all chaplains in Britain and Ireland.

The rolling programme has been developed in response to customer feedback. Each day will offer useful theoretical models to support chaplaincy as well as opportunities to engage with other chaplains and share good practice.

As an option, days can be built into a professional development programme that is accredited as individual modules or a postgraduate certificate in Chaplaincy. The programme is delivered by the Cardiff Centre for Chaplaincy Studies, in partnership with Churches Higher Education Liaison Group (CHELG).

The Contemporary Face of Religion and Spirituality
28 February
London

- Understanding religious change and spirituality in the UK today
- Working with religion and spirituality in the University
- Relating to student faith (and other) societies

Multi-faith Chaplaincy in the University
11 May
London

- The emergence of multi-faith chaplaincy (policy and practice)
- The impact of Prevent
- Working with multi-faith teams and spaces

Faith in Higher Education
29 November
York

- The changing interaction of faith and higher education
- Working as a representative of faith and belief in the university

COMMUNICATION

Business Writing Skills

13 February

10 July

4 October

£189

This 1 day course will help participants ensure that the documents they produce are clear, concise and appropriate for their organisation as well as their readers' needs.

Who is it for?
Anyone who needs to produce any type of professional written document, and wants to improve and enhance both the quality and impact of their work

What will I learn?
- How to write effective reports and proposals for business purposes
- How to articulate your ideas coherently and fluently in written communication
- How to recognise good and bad email practice
- How to influence readers positively by adjusting the style, content and presentation of your documents

Confident Communication

17 February

30 June

13 October

£189

People with excellent communication skills are more likely to be successful in their work. How well you communicate determines how you and your ideas come across and whether or not you achieve your objectives. This 1 day course will explore tactics and methods to improve your ability to communicate with confidence.

Who is it for?
Those who need to increase their confidence in a variety of work situations – networking events, meetings and interviews.

What will I learn?
- How to build rapport and improve relationships
- What are nerves, why are they there and how to control them
- How body language can help or hinder
- Presence and the power of being in the moment
- The power of listening and getting your message across
- Personal branding
- Maintaining a positive state

Presentation Skills

8 March

28 June

8 November

£189

Giving an engaging performance can really boost customer experience, sales, internal/external communication and company profile. This 1 day course will teach performance techniques that will ensure delegates can both impress and successfully convey information to an audience.

Who is it for?
People who need to develop their presentation skills and boost their confidence in their ability to speak publicly.

What will I learn?
- How to develop an energetic and engaging presentation
- How to focus your audience's attention and deliver high impact presentations
- Tactics that will help you to be a confident, authoritative and memorable presenter
- To understand the impact of your voice
- How energy can motivate you and your audience

DEVELOPMENT AND EVALUATION OF COMPLEX INTERVENTIONS FOR PUBLIC HEALTH IMPROVEMENT (DECIPHer)

DECIPHer brings together experts from a range of disciplines to tackle public health issues, such as diet and nutrition, physical activity, and alcohol, tobacco and drugs, with a particular focus on developing and evaluating multi-level interventions that will have an impact on the health and wellbeing of children and young people. We engage strongly with policy, practice and public user communities as our stakeholders, to translate results into practical outcomes.

DECIPHer is led by Professor Simon Murphy, Cardiff University in a strategic partnership with colleagues at the University of Bristol, led by Professor Rona Campbell, and Swansea University, led by Professor Ronan Lyons.

Developing Complex Public Health Interventions

June

£450

This 2 day course is to provide you with an introduction to the socio-ecological model of health and how it can be used as a framework for designing public health improvement interventions.

Who is it for?

- Academics, practitioners and policy makers interested in the development of complex public health interventions
- No prior knowledge is assumed

What will I learn?

- The theory and rationale underpinning the socio-ecological model
- Complex system perspectives
- Typologies and examples of complex interventions
- Research methods and tools for intervention development
- Logic model development to inform the design and future evaluation of new interventions
- Methods for involving policy makers, practitioners and the public

Evaluating Complex Public Health Interventions

June

£675

The aim of this course is to provide you with a working knowledge of the key frameworks and methodologies currently used to evaluate complex interventions. Teaching will be delivered by experts in the field of public health evaluation, including Professor Laurence Moore.

Who is it for?

- Academics, practitioners and policy makers interested in the evaluation of complex public health interventions
- No prior knowledge is assumed

What will I learn?

- The MRC framework for evaluating complex interventions
- The RE-AIM framework for public health intervention
- MRC process evaluation guidance
- Pilot trials and feasibility studies
- Randomised controlled trials (RCTs), including pragmatic, “realist” and policy trials
- Natural experiments and data linkage
- How to secure funding for evaluatiing complex interventions

Process Evaluation of Complex Interventions

September

£225

The aim of this 1 day course is to provide participants with a working knowledge of the theory and practice of process evaluation of complex interventions

Who is it for?

- Academics, practitioners and policy makers interested in the development and evaluation of complex public health interventions
- No prior knowledge is assumed

What will I learn?

- The role of process evaluation in understanding complex interventions
- The importance of intervention theory and logic models
- Fidelity and implementation of complex interventions
- Relationships and resource issues
- Identifying questions and combining methods
- Analysis and dissemination of process data

WAYS TO WORK WITH THE UNIVERSITY

We have extensive experience of working with a wide range of organisations. Our collaborative partnerships are local and global, ranging from small and medium size local companies to multi-national corporations and government agencies.

There are a number of ways Cardiff University can help increase your productivity, competitiveness and profitability, including:

- Graduate recruitment and UK placements
- Collaborative research
- Business–University networking
- Access to specialised facilities
- Expert advice, analysis and strategic input
- Business – University partnerships
- Contract research
- Purchasing your goods
- Access to University technologies
- Knowledge exchange schemes
- Conference facilities
- Student projects

SPOTLIGHT ON: INNOVATION NETWORK

A melting pot of new ideas, the Innovation Network connects academics and local companies in an informal learning environment.

For over two decades the Innovation Network has introduced hundreds of companies to our expertise, knowledge and facilities. Ideas are exchanged, problems are discussed, expertise is shared and solutions are sought.

Any company, enterprise or public body can get involved. Membership is free; the only cost is your time in making contact and optional attendance at meetings which, as far as possible, are arranged for evenings.

Visit www.innovation-network.org.uk to join our Network.

SPOTLIGHT ON: KNOWLEDGE TRANSFER PARTNERSHIPS

A Knowledge Transfer Partnership (KTP) is a three-way partnership between a company, knowledge base (e.g. university) and an associate (e.g. graduate or postgraduates). Led by Innovate UK, the scheme facilitates the transfer of academic knowledge to a real life business project.

KTP's are open to any company or organisations that require knowledge on a business need, with size being no barrier to access. They are part-funded by a Government sponsor grant, with the balance of the costs borne by the company partner. A typical project lasts between 2 and 3 years.

We have an impressive portfolio of successful KTP projects and a dedicated KTP office to find you the right academic to work with. The team also provide continuous advice, guidance and support throughout the duration of the partnership, ensuring that each project is a success for all partners involved.

For more information contact:
ktp@cardiff.ac.uk
+44 (0)29 2087 0952

For more information on the ways the University could support your business, contact:
business@cardiff.ac.uk

EXECUTIVE EDUCATION

Our Executive Education provision translates world-leading academic research into relevant, operational and impactful business practice for individuals and organisations. We connect you to the ever-changing economic, social and political issues of the 21st century and work beyond the University boundaries to develop a space where organisations, practitioners and academics can collaborate to create brilliance in business.

It is our focus on implementation - turning the concepts and ideas into specific actions that improve individual and organisational performance - which distinguishes our offering.

You gain access to researchers working at the frontiers of knowledge in their disciplines, consequently benefiting from learning that builds both new knowledge and the capacity for sophisticated reflective insight.

Open Programme
We offer a number of exciting programmes which enable you to gain new perspectives on a variety of business and management issues.

As a research led institution, you can be assured that our teaching is derived from the very latest thinking. Learning is delivered through a variety of different methods, case studies, simulations and practical applications, to ensure effective knowledge transfer.

Collaborate for the Well-Being of Future Generations

13 February

20 March

£200

This 1 day development programme is part of a portfolio of 1 day workshops designed to support effective implementation of the Well-Being Act.

It has been designed utilising blended learning techniques to provide participants with the necessary collaborative working skills to enable change and support the implementation of the Act.

What will I learn?

- Understand why collaboration is important
- Establish drivers for and benefits for collaborative working
- Recognise different forms of collaboration
- Identify relevant stakeholders for collaborative partnerships
- Understand how to manage collaborative relationships through partnership working
- Recognise the likely issues and challenges with collaborative partnership working

Leadership in Business Administration (LBA) Programme

12 May, 16 June, 14 July, 8 Sept, 6 Oct, 10 Nov, 8 December

£3,500

The Leadership & Business Administration (LBA) programme is designed to offer a specific work related insight into our Executive MBA.

Modules will be wholly applicable to the participants' workplace, so that, following a session, participants can begin practically applying their learning straight away.

Conversations within the programme will be connected to the problems participants are currently facing within the workplace and those that they will likely face in the future.

Many examples will be provided from a range of different sectors, in order to illustrate key learning points. Active participation in the programme is required from participants and the completion of project work, is essential.

Please take some time to look at our website http://business.cardiff.ac.uk/executive-education in order to find out about the latest courses that we offer.

If you would like to discuss possible opportunities, then please contact
Sarah Lethbridge, Director of Executive Education, Lethbridgesl@cardiff.ac.uk, 02920 875096

EXECUTIVE EDUCATION

Lean Six Sigma

6, 7 March & 25, 26, 27 April

£2,500

This 5 day Lean Six Sigma Yellow and Green Belt training is a practical programme that enables attendees to start applying the tools and techniques to improve efficiency

and effectiveness of business processes, irrespective of the size or type of industry.

What will I learn?

- Understand the basic principles of Lean and Six Sigma and its key metrics
- Understand the Six Sigma DMAIC improvement methodology for problem solving
- Understand the Lean Six Sigma organisational infrastructure and its roles and responsibilities
- Understand the key metrics of Lean & Six Sigma
- Develop skills to use Minitab software for Lean Six Sigma projects
- Apply Lean Six Sigma DMAIC methodology in problem solving scenarios

Custom Programmes

We have a great deal of experience, and a long track record of excellence, in designing and delivering bespoke education and training programmes.

We know that organisational needs are often unique to a specific set of circumstances and individual context. We take the time to understand your learning requirements and to get to know your organisation and its culture, in order to create tailor made courses that meet your needs.

Previous Programmes include:

- Arwain Cymru: 21st Century Leadership Programme, for senior executives across Welsh public sector
- Brains Brewery: Positive Management and Positive Leadership programme
- Ernst & Young: Advanced Lean Service Programme
- Her Majesty's Prison Service and Home Office: Value for Money Train the Trainer programme
- Nestlé: Global Lean Fundamentals Programme

Breakfast Briefing Series

The Executive Education Breakfast Briefing series is just one way in which we are engaging with the local business community and wider society.

The series offers business practitioners, policy makers, media and other stakeholders the opportunity to hear the latest School research across a range of business and management themes and from innovative business leaders from a range of sectors.

Recent topics have included gender pay disparity, building innovation in to organisations, tempting talent in to business and information management and organisational liability.

For information about upcoming Breakfast Briefings please email Linda Hellard – HellardL@cardiff.ac.uk

MANAGEMENT

Coaching Skills for Effective Performance

4 April

18 October

£189

Today's manager knows that coaching is a key element of team development. Effective people management is no longer about telling people what to do; effective leaders understand how coaching and development contributes to business sucess.

Who is it for?
Managers and team leaders, whether they are new to line management or are experienced and would like to refresh and improve their skills.

What will I learn?
- How to develop people in order to improve productivity and motivation
- Reflect on observed workplace behaviour to enhance team effectiveness
- Employ emotionally intelligent strategies to optimise business performance indicators
- Implement the theory and discover your coaching signature

Optimise your Recruitment Process

15 February

27 April

5 September

£189

Have you been bitten once too often with a new recruit who showed so much potential at interview but didn't deliver from day one? You may have tried and tested a number of different methods to ensure that you identify the right person from an applicant pool, but you later wonder whether it was the right selection decision? If either of these scenarios resonate with you, then perhaps it's time for a more methodical approach to your recruitment.

Who is it for?
Designed for those with responsibility for assessing candidate suitability for organisational roles.

What will I learn?
- How to identify your ideal candidate 'avatar' using generic competencies
- How to develop an effective 'menu' of assessments to use in recruitment
- Ways to measure and monitor candidate behaviour
- How to be more objective and robust in making assessment and selection decisions

Performance Management and Appraisal

7 March

21 June

5 October

£189

Effective performance management helps foster motivation, staff retention, productivity and good working relationships.

This 1 day course will offer practical techniques to help participants improve their communication skills and provide an understanding of how to give feedback more effectively.

Who is it for?
Managers and team leaders, whether they are new to a line management position or are experienced, and would like to refresh and improve their skills.

What will I learn?
- Skills and techniques to help maximise staff performance
- The role of performance management within staff development
- How to develop staff and set clear, focused performance plans
- How to conduct constructive appraisals and deal productively with under-performers

Train the Trainer

14 Febuary

17 May

13 September

£189

Understanding how to prepare and deliver training will enable you to create effective training programmes within your workplace.

Through this 1 day course, you will gain confidence to assess learning outcomes against your organisations' needs. With budgets being squeezed, it is beneficial for internal experts to learn how to pass on their knowledge and expertise through effective training sessions and developing others.

Who is it for?
Members of staff, managers or team leaders who require a basic understanding of preparing, delivering and assessing training in line with the training needs identified.

What will I learn?
- How to deliver effective training and development solutions within your organisation
- Participants will have the opportunity to develop a short training session utilising the skills learnt

Book your place via our website

CUSTOMISED TRAINING PROGRAMMES

Whether your need is for generic skills training or research-led, technical training, the CPD Unit is here to help. We will support you and your organisation identify the issues at the heart of your development needs and work with specialists across the University to develop a tailored learning solution.

OUR APPROACH

The CPD Unit has extensive experience working with organisations both in the UK and internationally.

We take time to meet up, listen to your requirements and take care of all the organisation and administration, providing a comprehensive and excellent level of service.

WHAT MAKES US DIFFERENT?

Cardiff University has world-class expertise in a wide range of subject areas. Our world-leading research was ranked 5th amongst UK universities in the 2014 Research Excellence Framework for quality and 2nd for impact.

Through our customised training programmes we deliver flexible, quality and research-led training with access to specialist equipment and facilities. We also deliver at a time, and in a format, that suits you.

CASE STUDY IN GAS TURBINE TECHNOLOGY

The CPD Unit supported Cardiff School of Engineering to develop a 1 day bespoke programme to upskill professionals on the latest developments within gas turbine technology and the UK energy landscape.

Through live demonstrations at Cardiff University's Gas Turbine Research Centre and sessions based on the latest research in the field, the course supported the enhancement of workplace skills and productivity.

Topics included the role of gas turbines for power generation and transport (aviation), the science behind the technology, the impact of advanced thermodynamic cycles and the implication of low drag aircraft on engine design.

Running the course at the University's specialist research centre gave participants the opportunity to examine the components of a gas turbine and discuss the design and technology behind compressors, injectors and combustors.

Participants praised the relevance of the course to their day jobs. Seeing the technology in action made the learning experience come alive.

A selection of case studies showcasing our bespoke provision can be viewed by visiting our website.

How to get in touch?

For an informal chat about our customised approach please contact the CPD Unit: 029 2087 5274 or train@cardiff.ac.uk

MARKETING AND ONLINE COMMUNICATION

Setting Up and Managing AdWords

6 July

2 November

£189

AdWords is one of the world's most popular online advertising platforms. Like any paid marketing activity, it should be carefully set up. Making use of the right features, keywords, advertisements and landing points will lead to a far better return on investment.

Who is it for?
Those who wish to gain valuable expertise in the digital marketing sector. Also, those setting up an AdWords account from scratch, or dramatically expanding upon one that already exists.

What will I learn?
- How to select keywords and audiences
- How to create text and image ads
- How to set up standard search, simple remarketing and display campaigns
- How to link AdWords and web analytics information
- Adjusting bids by device, time and location
- Landing pages/ destination URLs
- Controlling spend
- Mobile campaigns and adjustments

Google Analytics

30 March

23 May

21 September

£189

By the end of this 1 day course you will be able to open up a new Google Analytics profile, check for common set-up problems and know how to fix them. You will be able to select the most appropriate data for your site and purpose, display it, export it, make comparisons using it and, most importantly, understand what it means in real terms.

Who is it for?
Website administrators and managers, bloggers, E-commerce retailers of all sizes, digital advertising, SEO and social media managers, web developers and designers.

What will I learn?
- How Google Analytics works, including accuracy limitations
- Simple ways to check that installed code is working correctly
- What the key Google Analytics variables and metrics mean (e.g. Bounce Rate, Source and Medium) and which are most important to your own site
- How to build and export custom dashboards and detailed reports

Search Engine Optimisation (SEO)

16 March

22 June

3 October

£189

In today's world, where there is increasingly an overload of information available, it is essential that websites can be found by potential and existing customers. This 1 day course will outline effective SEO practice that will help participants to deliver high search engine rankings, whilst ensuring content is accessible.

Who is it for?
Those who manage or create content for their website and want to learn how to achieve higher or more useful search engine ranking.

What you will learn?
- How to assess your current standing within the search market
- How to improve your search engine rankings
- How to measure ROI on your efforts
- Recognise your niche and identify the best target keywords to use
- Learn on-site and off-site strategies for lifting rankings and improving website traffic

Technical knowledge is not required for this course.

Book your place via our website

MARKETING AND ONLINE COMMUNICATION

Developing a Communication Strategy

28 March

13 July

15 November

£189

Developing a strategy for both internal and external communications is vital in ensuring your key messages are reaching your stakeholders and your customers. This 1 day course covers the complete process of building a comprehensive communication strategy, from core concepts to development methodologies.

Who is it for?
This course is for those with some responsibility for either internal and/or external communications.

What will I learn?

- How to maximise benefit from all areas of communication within your organisation, ensuring that they are directed at the right markets and stakeholders via a range of media
- A step-by-step system for analysing stakeholders and channels, defining goals and objectives, and presenting your strategy in a clear and practical framework

Digital Marketing

13 March

12 July

7 November

£189

This 1 day course will introduce delegates to a wide range of digital marketing techniques including Display, PPC (pay-per-click), SEO (search engine optimisation), social media, email, content marketing and web analytics.

Who is it for?
Those working in marketing teams, traditional marketing personnel wishing to learn digital skills and small businesses wishing to know how to use digital marketing professionally.

What will I learn?

- The pros and cons of each digital marketing technique, including their cost-effectiveness
- How to use each technique to maximum effect
- How to find out which digital marketing techniques your competitors are using
- How to make techniques work together in a digital marketing plan

Our Marketing and Online Communication courses are designed to complement each other. A 10% discount will be given to participants who book on two or more of these courses at the same time.

MARKETING AND ONLINE COMMUNICATION

Media Relations

3 February

9 May

26 September

£189

This hands-on course will focus on how to engage with the media, whether print, broadcast, online or social, in an effective and creative way. Delegates will gain an understanding of how the media works, how to pitch and evaluate a story and how to write an effective press release.

Who is it for?
Designed for those with some responibility for dealing with the media. Whether you are new to media relations, or experienced, this course has something to offer.

What will I learn?

- How to develop an approach that is strategic and an essential part of your marketing mix
- Knowledge and methods to plan an effective and successful media relations campaign
- How to gain positive coverage for stories
- How to engage journalists using innovative tactics

Copywriting

16 February

19 June

10 November

£189

This highly practical 1 day course will help participants understand how to write professional and effective copy.

Participants will gain an understanding of what makes a good story and the key techniques for writing effective and engaging copy, as well as the importance of successful proofreading.

Who is it for?
Those who need to write effective copy to help promote and generate business.

What will I learn?

- How to develop promotional writing skills
- The importance of different styles and tone needed for the diverse range of media
- How to successfully proofread

Our Marketing and Online Communication courses are designed to complement each other. A 10% discount will be given to participants who book on two or more of these courses at the same time.

MARKETING AND ONLINE COMMUNICATION

Website Design & Management

21 March

11 July

30 October

£189

With the internet being an instrumental tool in the world of marketing, it is important that businesses are able to create, maintain and develop websites. This 1 day course will give participants the knowledge to help design a stand-out website, the processes involved in creating it and the most cost-effective ways of maintaining and developing it.

Who is it for?
Those looking to create a new website for a business or those who wish to improve their current website.

What will I learn?

- What should be included on web sites and what to avoid
- The processes and fundamentals of web development
- Creating the correct specification for web developers
- Choosing the right web developer for your needs

No technical knowledge of website design or development is required.

Writing for the Web

2 February

8 June

1 November

£189

This 1 day course explores the skills needed to approach writing for the web with confidence and equips delegates with an understanding of the principles and techniques needed for effective online writing.

Who is it for?
Those responsible for preparing or editing copy for websites.

What will I learn?

- The principles and techniques specific to successful online writing
- How to produce web content which is appealing, effective, easy to use, and appropriate for your target audience
- How to optimise copy for search engines
- Understand the differences between online and offline copy

Technical knowledge is not a requirement.

Visit our website for full course outlines and to book a place

MODERN FOREIGN LANGUAGES

The School of Modern Languages is pleased to offer a range of specialist translation short courses to those working as professional translators in the public and private sectors.

One of the largest, most dynamic schools of Modern Languages in the UK, we have an international reputation for excellence in research and teaching, providing you with the opportunity to pursue your interest in languages in an exciting, interdisciplinary environment.

In the latest Research Excellence Framework, we were ranked 7th in the UK for the quality of our research.

Translation of Minority Languages

23 January - 17th March (8 weeks)

Wednesdays 9-11am

£500

This module aims to present the nature and cultural role of the minority languages of Europe from the perspective of translation.

The module examines the specificity of minority languages, the politics and policies regarding their constitution and translation, their role in European culture and society and the parameters of their cultural and political dimensions, and the legal framework within which they exist. It offers an overview on questions of translation in minority language contexts as well as a specific examples taken from different European locales as well as from a postcolonial perspective.

Benefits of attending

- show awareness of the cultural dimensions involved in the translation process
- Show ability to understand the specificity of minority languages
- Show understanding of the role of translation in European culture and beyond

Translation and Cultures

23 January - 17th March (8 weeks)

Mondays 10-12 noon

£500

This module will study the challenges raised by the cultural dimensions of the translation process and the role of translation, as well as translators, as intercultural agents.

It will explore the notions of cultural and linguistic translation, examining materials from a variety of fields (literature, arts, music, cinema, advertising, politics) and locations to demonstrate how translation is embedded in cultural practice.

Benefits of attending

- Show ability to evaluate the translational dimension of culture
- Show awareness of the cultural dimensions involved in the translation process
- Show ability to analyse cultural components in different domains (litrature, visual arts, music, political discourse...)
- Show understanding of of the role of translation in contemporary local and global cultures

Translation and Adaptation in the Arts

23 January - 17th March (8 weeks)

Thursdays 9-11am

£500

This module will consider how and why different media translate literary source texts and the nations behind them.

It will examine the commercial reasons behind the adaptive relationship (a ready-made fan base and pre-prepared subject matter), the linguistic re-creation and the cultural transfer as the product of one nation is translated across media for another.

Benefits of attending

- Demonstrate a high level of critical awareness of the aesthetic, technical and/or cultural issues raised by the adaptation of cultural forms from one medium to another
- Show understanding of a range of adaptations - including text to film, text to image, text to music - in relation to their historical, political and cultural contexts
- Evaluate and apply theoretical and critical frameworks relevant to aesthetic adaptation

PROJECT MANAGEMENT

Practical Project Management

6 & 7 February

23 & 24 May

16 & 17 October

£390

This 2 day course makes this all important discipline accessible to participants who need to understand project management without requiring professional accreditation.

Participants will leave feeling confident in their ability to manage projects as well as appreciating some of the broader change management and stakeholder engagement issues.

Who is it for?
Those who need a broad understanding of good project management standards.

Some experience or involvement in projects will help participants to relate to the material, however no prior training is required or presumed.

What will I learn?

- How to plan, organise and implement projects
- Ways to successfully engage with stakeholders
- Key tips for managing risks and change

MS Project® for Project Management

2 & 3 March

13 & 14 June

11 & 12 September

£420

This 2 day course uses Microsoft Project® 2013 to assist in the scheduling of projects. This industry standard tool can be of great assistance at various stages within the project lifecycle.

This course is set at an introductory level. It will help participants ensure that costs and risk are adequately taken into account and that potential problems are identified and communicated before projects start.

Who is it for?
Anyone involved in the coordination and management of projects who would like to learn how to use Microsoft Project® to assist with their scheduling, budgeting and planning.

As a computer based tool, this course requires participants to be competent at working with computers.

What will I learn?

- How to create robust project plans using the Microsoft Project® software
- How to report on project budgets, respurces and timescales

Better Business Cases™

Please contact the CPD Unit for further information

Better Business Cases™ is an APMG accredited course that has been developed by the Welsh Government and HM Treasury to ensure better value for money from public spending proposals.

It provides a systematic and objective approach to developing a sound business case using the 5 Case Model.

Please note this is an intensive course which will involve considerable pre-course work and additional evening study.

Cardiff University is able to offer this course to individual organisations and can deliver either at our premises or at yours. We recommend groups of between 8 and 12 delegates.

Please contact the CPD Unit for further details.

This course is run in partnership with pearcemayfield which is an accredited training organisation through the APM Group. APMG-International Better Business Cases™ is a trademark of the APM Group Limited.

PROJECT MANAGEMENT

PRINCE2® Advanced Project Management

30, 31 January & 1, 9, 10 February

24, 25, 26 April & 4, 5 May

7, 8, 9, 10, 11 August

9, 10, 11 & 19, 20 October

£1,330

PRINCE2® is one of the leading approaches to project management and delegates will leave with a complete understanding of PRINCE2® and how to put it into practice. This 5 day course offers a thorough and practical understanding of the PRINCE2® project management method and prepares participants for the Foundation and Practitioner examinations, taken at the end of the course.

Who is it for?

- Professionals who wish to learn about project management and the PRINCE2® method in particular
- Managers wishing to adopt the method for use in their projects
- Anybody who needs to know how to run projects more effectively

What will I learn?

- Introduction to project management and the PRINCE2® method
- How to use PRINCE2® processes back in the workplace
- How to tailor each element of PRINCE2® to the needs of the project and the organisation

Entry Requirements

- Minimum of 6 months project management experience
- All pre-course work must be completed prior to the course start date

Teaching

- Course teaching hours are normally 9am - 5pm
- These are intense courses involving a recommended 10 hours of pre-course work as well as evening study during the week of the course

If you have any questions regarding the entry requirements and suitability, please contact the CPD Unit who will be happy to discuss these with you

Managing Successful Programmes (MSP)®

27, 28 February & 1, 9, 10 March

5, 6, 7 & 15, 16 June

18, 19, 20 & 28, 29 September

£1,450

This 5 day course offers a complete and practical understanding of the MSP® framework. MSP® can help delegates accelerate their organisation's performance and help it to achieve its target capability. MSP® Foundation and Practitioner examinations are taken at the end of the course.

Who is it for?

- Programme and Project Directors
- Managers, Business Strategists and Consultants
- People who manage a number of related projects
- All participants should have some experience of leading or managing change

What will I learn?

- The MSP® framework based around 3 core concepts – Principles, Governance and Transformational Flow
- How to profile, measure and map benefits
- How to apply MSP® techniques to manage risks and benefits

Accredited PRINCE2® and MSP® is provided by Pearcemayfield, APMG-International Accredited Training Organisation
PRINCE2® and MSP® are registered trademarks of AXELOS Limited.

RESEARCH & STATISTICS

Advanced Searching Techniques Workshop

12 & 13 January

£400 (Cardiff University & NISCHR attendees may be eligible for a reduced fee)

This interactive 2 day workshop will provide a step-by-step guide for constructing an advance search strategy for a systematic review, with a focus on the health/medical literature.

You will become familiar with:

- Formulation of a focused research question
- Identification of important concepts within the question
- Identification of search terms to describe those concepts
- Brainstorming of keywords related to the topic area
  strategy using Boolean operators, truncation, and other key features of strategy development
- Understanding 'sensitivity' and 'specificity'
- Verifying strategy performance
- Managing references

What will I learn?

- Converting the need for information into an answerable question
- Transforming the question into a search strategy
- How to approach complex search strategy design in different database platforms
- Methods involved in supplementary searching
- To search different database platforms and other sources

Conducting a Systematic Review; a practical guide

26, 27, 28, 29 June

£750 (Cardiff University & NISCHR attendees may be eligible for a reduced fee)

This 4 day course will equip participants with an understanding of the systematic review process and introduce them to the skills necessary to conduct a review.

It is envisaged that participants will come to the course with a research topic and leave with a draft protocol for their systematic review.

Who is it for?

- Postgraduate healthcare researchers
- Healthcare professionals
- Policy makers

What will I learn?

- To develop a focused question
- How to Identify the evidence to answer that question
- How to assess the quality/ Validity of the identified evidence
- Ways to decide what form of evidence synthesis is most appropriate
- To present the result to meet the needs of clinicians and other researchers
- To develop a strategy to publicise the results

Visit our website for full course outlines and to book a place

CARDIFF UNIVERSITY
PRIFYSGOL CAERDYDD

CONTACT US

For more information about professional development at Cardiff University, please contact:

CPD Unit
Cardiff University, 21-23 Senghennydd Road, Cardiff
CF24 4AG
+44(0)29 2087 5274
train@cardiff.ac.uk
@CardiffUniCPD
www.cardiff.ac.uk/train
Core office hours: Mon-Fri, 9am - 4:30pm

Every effort has been made to ensure that the information contained within this brochure is correct at the time of going to press. However, the University does not accept any liability for any errors that it may contain.