



APR Workshop Schedule SPRING 2019

Location: Feb. 25, [Webinar](#)
 March 4 – April 8 , Turner Construction Company | 135 West Central Blvd Suite 950 | Orlando, Florida 32801
Time: Mondays, 6 p.m. – 7:30 p.m.
Textbook: [Cutlip & Center's Effective Public Relations, 11th Ed](#)
Study Guide: www.praccreditation.org/resources/documents/apr-study-guide.pdf
 (Fourth Edition)

| DATE | TOPIC | STUDY GUIDE | Effective PR CHAPTER HIGHLIGHTS | % OF EXAM |
|---|---|--------------------------------------|----------------------------------|---------------------|
| Feb. 25 Webinar | KICK-OFF Intro to Accreditation Application Process FAQs for 2018 Exam Written Submission Portfolio Preparation Panel Presentation | APR Study Guide, pp 5-9, 14; 127-146 | Chapters 1, 2 | |
| March 4 | RPIE: Research Planning, Implementation, Evaluation | pp. 28-43 pp. 20-59 | Chapter 11 Chapters 12-14 | 33% for all of RPIE |
| March 11 - Deadline to Submit ELIGIBILITY FORM/APPLICATION to UAB – 5 PM | | | | |
| March 11 | Communication Models, Theories and History; Ethics & Law | pp. 111-127 pp. 100-107 | Chapters 1, 4, 7, 8 & 12; 5 & 6 | 8% 13% |
| March 18 – NO CLASS SPRING BREAK | | | | |
| March 25 | Managing Issues and Crisis Communications | pp. 107-111 | Chapters 1, 11-13 | 13% |
| March 29 - Deadline for WRITTEN SUBMISSIONS – 5 PM | | | | |
| April 1 | Managing Relationships (Includes Media Relations, internal com., electronic com.) | pp. 86-96 | Chapters 4, 6, 7, 9, 10, 12 & 16 | 15% |
| April 8 | Leading the PR Function (Includes: Business Literacy, Mgt Skills, Org structure, Leadership Skills, Problem Solving) | pp. 63-81 | Chapters 2, 3, 4, 9, 11, 15-19 | 18% |
| April 15 - MOCK PANEL PRESENTATIONS | | | | |
| April 29 - May 3 - PANEL PRESENTATIONS | | | | |

APR Chairs / Coaches

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