



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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