

APR Workshop Schedule FALL 2020



Time: Mondays, 6 p.m. – 7:30 p.m.
Location: Virtual Platforms (WebEx, Zoom, MS Teams)

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	<i>Effective PR</i> CHAPTER HIGHLIGHTS	% OF EXAM
Week of September 14	One-on-one introduction to the APR process, including the application process, FAQs for the exam, written submission, portfolio preparation, and panel presentation. Contact Laura and Mimi to schedule the intro.	APR Study Guide, pp 5-9, 14; 127-146	Chapters 1,	
September 21	RPIE: Research Planning, Implementation, Evaluation	pp. 28-43 pp. 20-59	Chapter 11 Chapters 12-14	33% for all of RPIE
September 28 - Deadline to Submit ELIGIBILITY FORM/APPLICATION to UAB – 5 PM				
September 28	Communication Models, Theories and History; Ethics & Law	pp. 111-127 pp. 100-107	Chapters 1, 4, 7, 8 & 12; 5 & 6	8% 13%
October 5	Managing Issues and Crisis Communications	pp. 107-111	Chapters 1, 11-13	13%
October 9 - Deadline for WRITTEN SUBMISSIONS – 5 PM				
October 12	Managing Relationships (Includes Media Relations, internal com., electronic com.)	pp. 86-96	Chapters 4, 6, 7, 9, 10, 12 & 16	15%
October 19	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%
October 26 - MOCK PANEL PRESENTATIONS				
November 9-13 - PANEL PRESENTATIONS				

APR Chairs / Coaches

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