



APR Virtual Prep Course Schedule – Spring 2022
Orlando PRSA and FPRA chapters

Information Session: Thursday, February 17, 6–7 p.m.

➤ All sessions will be virtual except for March 3.

Study Sessions: Thursday evenings Feb. 24 – April 14, 6 – 7:30 p.m.

Session	Topic	Textbook*	Study Guide
Week 1 Feb. 24	Public Relations: A management function (+ Overview of Panel Presentation/exam) Presenter: Kimberly Devitt, APR	chps. 1, 2	pp. 17-20 pp. 5-16
Week 2 March 3	RPIE (30%) Presenter: Jamie Floer, APR, CPRC <i>Note: This session will be held in-person</i>	chps. 11 – 14	pp. 21-64
Week 3 March 10	Leading the PR function (20%) (Includes: Business Literacy, Mgt Skills, Org Structure, etc.) Presenter: Megan Paquin, APR, CPRC	chps. 2, 3, 4, 9, 11 15-19	pp. 65-87
Week 4 March 17	Ethics & Law (15%) Presenter: Pam Nulman, APR, CPRC	chps. 5 & 6 AP Stylebook: Briefing on media law	pp. 103-109
Week 5 March 24	Managing Issues & Crisis Communications (15%) Presenter: Rich Donley, APR	chps. 1, 11-13	pp. 110-113
Week 6 March 31	Managing Relationships (15%) Presenters: AnnMarie Varga, APR & Scott McCallum, APR	chps. 4, 6, 7, 9, 10 12, 16	pp. 88-102
Week 7 April 7	Communication Models, Theories & PR History (5%) Presenter: Kali Hammond, APR	chps. 1, 4, 7, 8, 12	pp. 114-130
Week 8 April 14	Panel Presentation Prep Session		pp. 10-11

*Textbook: Cutlip & Center’s Effective Public Relations, 11th edition

APR Study Guide: https://accreditation.prsa.org/MyAPR/Content/Resources/Resources_for_Candidates.aspx

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