



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

Information Session: Thursday, Sept. 15, 6 - 7 p.m.

Study Sessions: *All sessions will be held virtually on Thursdays Sept. 22 – Nov. 10, 6 – 7:30 p.m., with the exception of Wed., Sept. 28, which will be held from 5-7 p.m. at Wilson Girgenti*

Session	Topic	Textbook*	Study Guide
Week 1 Sept 22	Public Relations: A management function (+ Overview of Panel Presentation/exam) Presenter: Lauren Martinez, APR	chps. 1, 2	pp. 17-20 pp. 5-16
Week 2 Sept 28*	RPIE (30%) Presenter: Jamie Floer, APR, CPRC <i>Note: This session will be held Wednesday, Sept. 28th from 5-7 p.m. at Wilson Girgenti, located at 200 E. Robinson Street, Ste. 970 Orlando, FL 32801.</i>	chps. 11 – 14	pp. 21-64
Week 3 Oct. 6	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 Oct. 13	Ethics & Law (15%) Presenter: Pam Nulman, APR, CPRC	chps. 5 & 6 AP Stylebook: Briefing on media law	pp. 103-109
Week 5 Oct. 20	Communication Models, Theories & PR History (5%) Presenter: Allison Montgomery, APR	chps. 1, 4, 7, 8, 12	pp. 114-130
Week 6 Oct. 27	Managing Issues & Crisis Communications (15%) Presenter: Rich Donley, APR	chps. 1, 11-13	pp. 110-113
Week 7 Nov. 3	Managing Relationships (15%) Presenters: AnnMarie Varga, APR & Scott McCallum, APR	chps. 4, 6, 7, 9, 10 12, 16	pp. 88-102
Week 8 Nov. 10	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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