



APR Prep Course Schedule – Spring 2023
Orlando FPRA & PRSA Chapters

Timeline: Informational Session: Feb. 23, 6 to 7 p.m.
 Study Sessions: Mar. 2 – Apr. 13, 6 to 7 :30 p.m.

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

Study Guide: <https://www.praccreditation.org/>

Week	Date	Topics	Textbook Chapters	Study Guide
1	Mar. 2	Public Relations: A Management Function (Overview of Panel Presentation/exam)	1 - 3	pp. 16 – 19 pp. 0 – 15
2	Mar. 9	Ethics & Law (15%)	5 & 6 AP Stylebook: Briefing on media law	pp. 100 – 106
3	Mar. 16	RACE/RPIE (30%)	11 – 14	pp. 20 – 62
5	Mar. 23	Managing Issues & Crisis Communications (15%)	1, 11 – 13	pp. 107 - 110
6	Mar. 30	Managing Relationships (15%) (Includes: Internal comms, media relations, etc.)	4, 6, 7, 9, 10, 12	pp. 86 – 100
7	Apr. 6	Communication Models, Theories & PR History (5%)	4, 7 & 8	pp. 111 – 123
8	Apr. 13	Leading the PR Function (20%) (Includes: business literacy, mgmt. skills, org structure) Bonus: 30 min wrap up session	2, 3, 4, 9, 11	pp. 63 – 85

APR Chairs/Coaches

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