



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

Timeline: Sessions: Sept. 7 to Nov. 9, 2023
 Times: TBD

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

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

Week	Date	Topics	Textbook Chapters	Study Guide
1	Sept. 7	Information Session & Public Relations: A Management Function (Overview of Panel Presentation/exam)	1 - 3	pp. 16 – 19 pp. 0 – 15
2	Sept. 21	Ethics & Law (15%)	5 & 6 AP Stylebook: Briefing on media law	pp. 100 – 106
3	Sept. 28	RACE/RPIE – Part 1 (30%)	11 – 14	pp. 20 – 62
4	Oct. 5	RACE/RPIE – Part 2 (30%)	11 – 14	pp. 20 – 62
5	Oct. 12	Managing Issues & Crisis Communications (15%)	1, 11 – 13	pp. 107 - 110
6	Oct. 19	Managing Relationships (15%) (Includes: Internal comms, media relations, etc.)	4, 6, 7, 9, 10, 12	pp. 86 – 100
7	Oct. 26	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
8	Nov. 2	Communication Models, Theories & PR History (5%)	4, 7 & 8	pp. 111 – 123
9	Nov. 9	Panel workshops and mock presentations		

APR Chairs/Coaches

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