



APR Prep Course Schedule – Fall 2024
Orlando FPRA and PRSA chapters

Study Sessions: Held each Monday, Sept. 9 through Oct. 28, 12-1 p.m. via Zoom

SESSION	TOPIC	TEXTBOOK	STUDY GUIDE
Week 1 9/9	Public Relations: A management function (+ overview of panel/exam)	Chapters 1, 2 & 3	pp. 16-19 pp. 0-15
Week 2 9/16	Ethics & Law (15%)	Chapters 5 & 6 AP Stylebook & Briefing on Media Law	pp. 100-106
Week 3 9/23	RACE/RPIE Part 1 (30%) Research & Planning	Chapters 11 & 12	pp. 20-62
Week 4 9/30	RACE/RPIE Part 2 (30%) Implementation & Evaluation	Chapters 13 & 14	pp. 20-62
Week 5 10/7	Managing Issues & Crisis Communications (15%)	Chapters 1, 11-13	pp. 107-110
Week 6 10/14	Managing Relationships (15%) (Includes: Internal comm, media relations, etc.)	Chapters 4, 6, 7, 8, 10, 12	pp. 86-100
Week 7 10/21	Leading the PR function (20%) (Includes: Business Literacy, Management Skills, Org Structure & Bonus – ½ hour wrap up session)	Chapters 2, 3, 4, 9, 11	pp. 63-85
Week 8 10/28	Communication Models, Theories & PR History (5%)	Chapters 4, 7, 8	pp. 111-123

*Textbook: Cutlip & Center’s Effective Public Relations, 11th edition
APR Study Guide: <https://www.praccreditation.org/>

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