

Interest/Info Session: Monday, Aug. 31 from 12-1 pm via Zoom

Study Sessions: Held each Monday, September 14 through November 9, 12-1 p.m. via Zoom (Note: No sessions 9/7, 10/12 or 10/19)

Meet-Up: Friday, November 13, 2026 in-person (location TBD)

SESSION	TOPIC	TEXTBOOK	STUDY GUIDE
Week 1 9/14/26 Register here	Public Relations: A management function (+ overview of panel/exam)	Chapters 1, 2 & 3	pp. 16-19 pp. 0-15
Week 2 9/21/26 Register here	Ethics & Law (15%)	Chapters 5 & 6 AP Stylebook & Briefing on Media Law	pp. 100-106
Week 3 9/28/26 Register here	RACE/RPIE Part 1 (30%) Research & Planning	Chapters 11 & 12	pp. 20-62
Week 4 10/5/26 Register here	RACE/RPIE Part 2 (30%) Implementation & Evaluation	Chapters 13 & 14	pp. 20-62
Week 5 10/26/26 Register here	Leading the PR Function (20%) (Includes: Internal comm, media relations, etc.)	Chapters 2, 3, 4, 9, 11	pp. 63-85
Week 6 11/2/26 Register here	Communication Models, Theories & PR History (5%)	Chapters 4, 7, 8	pp. 112-123
Week 7 11/9/26 Register here	Managing Relationships (15%) (includes internal communications and media relations)	Chapters 4, 6, 7, 8, 10, 12	pp. 86-100
Week 8 11/16/26 Register here	Managing Issues & Crisis Communications (15%)	Chapters 1, 11-13	pp. 107-110

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

APR Study Guide: <https://accreditation.prsa.org/>

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