

# APR STUDY SESSIONS

CLASS SYLLABUS  
2020 -2021

## **OCT. 27** | INFORMATIONAL SESSION

Overview of Study Sessions and opportunity to ask questions

HOMEWORK: EPR 11th, Chapters 1 and 2 | Study Guide pg. 16 - 19

## **NOV. 10** | SESSION 1 - DEFINING PUBLIC RELATIONS (PRACTICE, FUNCTION, ROLES )

Introduction to contemporary PR & defining practitioner roles and functions

HOMEWORK: EPR 11th, Chapters 2 (Requirements for Success), 3, 4 (Business Practices), 9 (Cultural Contexts, Regulatory and Business Contexts), 11, 15, 16, 17, 18 and 19  
Study Guide pg. 63 - 70 | AP Stylebook, Business Guidelines Section

## **NOV. 17** | SESSION 2 - LEADING THE PUBLIC RELATIONS FUNCTION (18% )

Business literacy, Resource management, Organizational structure and resources, Problem solving and decision making, Leadership skills, Organizational skills

HOMEWORK: EPR 11th, Chapters 4 (Digital Age and Globalization), 6 (Reputation in the Digital Age), 7 (A Systems Perspective, Open and Closed Systems), 9, 10, 12 (Get Buy-In for the Plan), and 16 (Facilitating Media Relations, Building Community and Nation)  
APR Study Guide pg. 86 - 100 | AP Stylebook, Social Media Guidelines, Business Guidelines and Broadcast Guidelines sections

## **NOV. 24** | SESSION 3 - MANAGING RELATIONSHIPS (15% )

Relationship building, Reputation management, Internal stakeholders, Media relations, and Networks

HOMEWORK: EPR 11th, Chapters 5 and 6  
APR Study Guide pg. 101 - 107  
AP Stylebook, Briefing on Media Law section

# APR STUDY SESSIONS

## CLASS SYLLABUS CONTINUED

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### **DEC. 1 | SESSION 4 - APPLYING ETHICS AND LAW (13% )**

Integrity, Ethical behavior, First Amendment issues, Privacy and other legal issues

HOMEWORK: EPR 11th, Chapters 11, 12, 13 and 14  
APR Study Guide pg. 20 - 62

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### **DEC. 8 | SESSION 5: RESEARCHING, PLANNING, IMPLEMENTING & EVALUATING PROGRAMS (33% )- PART 1**

Research concepts and applications, Analytical skills, Strategic thinking

HOMEWORK: EPR 11th, Chapters 11, 12, 13 and 14  
APR Study Guide pg. 20 - 62

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### **DEC. 15 | SESSION 6: RESEARCHING, PLANNING, IMPLEMENTING & EVALUATING PROGRAMS (33% )- PART 2**

Research concepts and applications, Analytical skills, Strategic thinking

HOMEWORK: EPR 11th, Chapters 1 (Issue Management, Crisis Management), 11, 12 (Planning for Program Implementation) and 13 (Crisis Communication)  
APR Study Guide pg. 108 - 111

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**DEC. 22 & 29 | NO CLASS - HAPPY HOLIDAYS!**



### **JAN. 5 | SESSION 7 - MANAGING ISSUES AND CRISIS COMMUNICATION (13% )**

Issues and risk management, Crisis management, Counsel to management

HOMEWORK: EPR 11th, chapters 1, 4, 7, 8 and 12 (Role of Working Theory)  
APR Study Guide pg. 112 - 128

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### **JAN. 12 | SESSION 8 - UNDERSTANDING COMMUNICATION MODELS, THEORIES AND HISTORY OF THE PROFESSION (8% )**

Communication/PR models and theories, Barriers to Communication, Knowledge of the field

HOMEWORK: Prepare questions for next week's panelists  
Practice Case Studies in APR Study Guide pg. 129 - 161

# APR STUDY SESSIONS

## CLASS SYLLABUS CONTINUED

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### **JAN. 19** SESSION 9 - ROUNDTABLE DISCUSSION/Q&A WITH EXPERTS

Pick the brains of our instructors as well as special guests, such as Immediate Past President Gordon Paulus, APR, CPRC of the Pensacola Chapter and newly accredited Treasure Coast Chapter member, Jenny Tommes, APR

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### RECOMMENDED READING LIST:

#### AP Stylebook current edition

The Associated Press Stylebook and Briefing on Media Law (current edition).  
New York: The Associated Press.

#### EPR 11th edition or current

Broom, G. M., & Sha, B-L (2013). Cutlip and Center's Effective Public Relations (11th or current edition). Upper Saddle River, N.J.: Pearson Education.

#### Primer of PR Research 3rd or current

Stacks, D. W. (2017). Primer of Public Relations Research (3rd or current edition).  
New York: Guilford Press.

#### Strategies and Tactics 11th edition or current

Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). Public Relations: Strategies and Tactics (11th or current edition). Upper Saddle River, N.J.: Pearson Education.

#### Strategic Planning for PR 4th or current

Smith, R. D. (2013). Strategic Planning for Public Relations (4th or current edition). New York: Routledge.

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If you need more information, you'll find answers to frequently asked questions on the Universal Accreditation Board website at [www.praccreditation.org](http://www.praccreditation.org). If you need help, contact your local Accreditation chair, a mentor, a colleague, a friend who recently became Accredited, or Lisa Murray, APR, CPRC, VP of Accreditation and Certification, Florida Public Relations Association, Telephone: (239) 357-3442, [lisadmurrs@gmail.com](mailto:lisadmurrs@gmail.com).