APR Online Study Course
Fact Sheet

What is APR?
APR is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice, and who are selected based on broad knowledge, strategic perspective, and sound professional judgment.

The APR Online Study Course is a 10 Module, self-paced multimedia course, with online interactions, activities, online discussions and APR Facilitator feedback.   In addition, we offer an "opt-in" online Cohort Group that meets weekly in a web conference, to discuss, present and learn as a group.   A cohort group begins soon.

WHO: The course is offered to potential APR candidates and professionals interested in a comprehensive overview of public relations. Participants may enter the course at any time; they have one year to complete the course of study.

SCOPE: The ten-module online course includes information on the knowledge, skills and abilities (KSAs) covered in the Readiness Review and the Computer-based Examination (CBE) and was designed based to follow the topics and exercises included in other APR Study Guide.

HOW: Each module includes a multimedia introduction. Multimedia introductions require a Flash Player installed on most computers. Please do a system check to determine if your system is set up properly. The multimedia Introduction introduces the topic, readings and activities for the current module. Participants share responses with other participants, and accredited online course facilitators provide feedback on activities. Candidates are invited to participate in Webcasts and may join cohort groups to increase their opportunities for discussion and dialog with others. Participants work on the modules at their own pace, however it is suggested that each module be completed in no more than one month and no less than one week.

METHOD OF INSTRUCTION: The online course provides active learning experiences through online interactions. Successful completion of the course requires individual projects, and a certificate of completion is awarded to those who successfully complete the course (3.5 CEU). Collaboration and teamwork is stressed in each module to simulate current public relations business practices. *Participants are encouraged to apply what they are learning to current Public Relations practice.*   Activities, case study analysis, projects, directed discussions, self-correcting quizzes and simulations are all designed to focus on practical application of Public Relation tools and techniques.
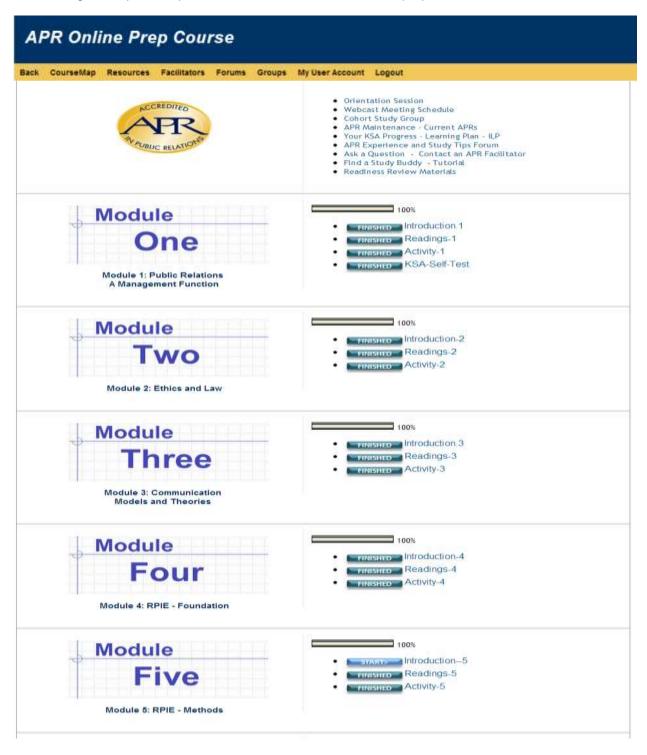
Enroll Online   http://online2learn.net/APR/

- PRSA Members, UAB and Partner Organizations may enroll at the member price of $195. Non-Members enroll at $295.

- A Group Discount is available to 5 or more candidates enrolling at the same time.   PRSA Members, UAB and Partner Organizations may apply for and enroll at the discount price of $169. Begin by collecting the names of a at least 5 individuals for your group, then send the contact information to support@Online2Learn.net We will send a special invitation to each member of your group. Group Discount.

The APR Online Study Course is produced by Point-Productions, LLC, in cooperation with the Universal Accreditation Board, and distributed by Online2Learn – Learning Management System.

www.Online2Learn.net/APR/

Ten Self-Paced Multimedia Modules

The online course includes ten self-paced modules, focused on the KSAs [Knowledge - Skills - Abilities] which are the foundation of the APR Examination.   Curriculum in each module follows the APR Study Guide, and the KSAs.   APR Facilitators work with participants to reach specific milestones, including Goal setting, Case problem presentations and Readiness Review preparation.

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Module Six
Module 6: RPIE - Applications

100%
- START Introduction-6
- FINISHED Readings-6
- FINISHED Activity-6
- FINISHED Submit_Your_Case

Module Seven
Module 7: Crisis Communication and Management Skills

100%
- FINISHED Introduction-7
- FINISHED Readings-7
- START Activity-7

Module Eight
Module 8: Business Literacy

100%
- START Introduction-8
- START Readings-8
- FINISHED Activity-8

Module Nine
Module 9: Media Relations and Using Information Technology Effectively

100%
- FINISHED Introduction-9
- FINISHED Readings-9
- FINISHED Activity-9

Module Ten
Module 10: Advanced Communication Skills and History Highlights

67%
- FINISHED Introduction--10
- FINISHED Readings-10
- FINISHED Activity-10
- START Submit_Your_Readiness_Review
- START Practice_Examination
- FINISHED Course.Completion

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Cohort Online Study Groups

The course is self-paced, however we encourage all online participants to join us in live Web Meetings. We meet weekly (usually Tuesday) in the afternoon [3PM Eastern] or evening [8PM Eastern].   The webcasts are recorded, so even if your work or personal responsibilities make it difficult to join the live meeting, you will be able to keep up by reviewing the archive recording.

Cohort groups are conducted in the Fall (September through November), Spring (February through May) and Summer (June and July).   The web conferences are free and available to all currently enrolled participants.   They are an "Opt-In" feature of the online course.

If you would like to chat about the APR or the Online Course, click here to our facilitator schedule and set a time to talk: https://my.timedriver.com/6Q3R1

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