









Get this course (\$195.00)

APRPREP - Online Study Course (APRPREP)

APRPREP, Online Study Course is designed to prepare professionals for Accreditation in Public Relations. It is a professional development program. The Online Study Course is self-paced, including ten modules focused on the KSAs -- Knowledge Skills and Abilities -- required to pass the APR Examination. In addition, participants may join free weekly webcasts, hosted by APR Facilitators. APR Facilitators review participant work, provide feedback and study strategies in an informal and effective learning event.

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 judgement. Online Enrollment <http://online2learn.net/APR/>

WEB MEETING SCHEDULE AND RECORDING

-  Web Meeting Schedule and Recordings - Fall
-  Orientation
-  APRPREP - Connections
-  Web Meeting - Example - Case Problem Approach
-  1.5 KSA Self Assessment
-  Course Progress - Target Date

MODULE 1: PUBLIC RELATIONS - A MANAGEMENT FUNCTION

-  Module One Introduction

- ▶ Module One - Topic Discussion
- 📄 1.2 Readings
- 🖥 1.3 Scenario Question Formation Activity
- </> 1.3 Scenario Question Formation Activity
- </> 1.4 Profile - Introduction
- 📄 1.6 Functions of Public Relations
- 📁 Public Relations: A Management Function
- </> 1.6 Activity Response
- ✍ 1.7 MBA Class Presentation - Scenario

MODULE 2: APPLYING ETHICS AND LAW

- ▶ 2.1 Module Two: Introduction
- 📄 2.2 Readings
- </> 2.3 Scenario Question Formation Activity
- 📄 2.4 Ethical Argument Presentation - Scenario
- </> 2.4 Ethical Argument Presentation
- 📁 2.5 Legal Terms
- 📄 2.6 Book Review - Short Bookshelf Texts
- </> 2.6 Book Reviews - Short Bookshelf

MODULE 3: COMMUNICATION MODELS AND THEORIES

- ▶ 3.1 Module Three: Introduction
- 📄 3.2 Readings
- </> 3.3 Scenario Question Formation Activity
- 📄 3.4 Communication Models & Theories - Challenge
- 📄 3.5 Practical Application of Models & Theories
- </> 3.5 Practical Application of Models & Theories

MODULE 4: RPIE - SITUATION ANALYSIS & RESEARCH

- ▶ 4.1 Module Four: Introduction
- 📄 4.2 Readings

- ▶ Barcelona Principles 2.0
- </> 4.3 Scenario Question Formation Activity
- 📄 4.4 RPIE Terms and Definitions Glossary
- ✎ 4.5 RPIE Planning Component Tutorials
- 📄 4.6 Content Analysis
- </> 4.6 Content Analysis
- 📄 4.7 Recommended Research Rationale
- </> 4.7 Recommended Research Rationale - Challenge

MODULE 5: RPIE - PROBLEM - GOAL - OBJECTIVE

- ▶ 5.1 Module Five: Introduction
- 📄 5.2 Readings
- </> 5.3 Scenario Question Formation Activity
- 📄 5.4 Practicing Diversity
- </> 5.4 Practicing Diversity
- 📄 5.4 Audience Identification - Your Process
- </> 5.4 Audience Identification
- ✎ 5.5 RPIE - Identify Planning Strategy
- 📄 5.6 RPIE - Quick Thinking
- </> 5.6 Quick Thinking - Mental Calisthenics

MODULE 6: RPIE - STRATEGIES - TACTICS - EVALUATION

- ▶ 6.1 Module Six: Introduction
- 📄 6.2 Readings
- </> 6.3 Scenario Question Formation Activity
- 📄 6.4 Planning Component Review
- 📄 6.5 Planning Component - Challenge
- ✎ 6.6 RPIE - Case Problem Response

MODULE 7: MANAGING ISSUES AND CRISIS COMMUNICATIONS

- ▶ 7.1 Module Seven: Introduction

 7.2 Readings


 7.3 Scenario Question Formation Activity


 7.4 Newsom and Haynes - Preparing for a Crisis

 7.6 Practitioner's Crisis Planning - Part 1

 7.6 Practitioner's Crisis Planning - Part 2

MODULE 8: LEADING THE PUBLIC RELATIONS FUNCTION


 8.1 Module Eight: Introduction


 8.2 Readings

 8.3 Scenario Question Formation Activity

 8.4 Business Structures

 8.5 SEC and Business Literacy Definitions

 8.6 Organizational Structures and Business Models

 8.6 Organizational Structures and Business Models


 8.7 Problem Solving and Decision Making

MODULE 9: MANAGING RELATIONSHIPS

 9.1 Module Nine: Introduction

 9.2 Readings

 9.3 Scenario Question Formation Activity

 9.4 Communication Technology Terms

 9.5 Mediated Communication Strategies


 9.5 Mediated Communication Strategies

 9.6 Managing Relationships

 9.6 Managing Relationships - Your Process








MODULE 10: PANEL PRESENTATION & APR EXAMINATION

 10.1 Module Ten: Introduction




 10.2 Readings

 10.3 Panel Presentation - Preparation



 10.4 Panel Presentation - Discussion

-  10.5 Panel Presentation - REVIEW
-  10.6 - Panel Presentation Questions
-  10.7 Practice Examination
-  10.8 APR Examination Experience and TIPS
-  10.9 Apply for the APR Examination
-  10-10 Cheat Sheet-for CBE
-  10.11 Questions for APR Facilitators

COURSE COMPLETION

-  Course Progress Review and Certificate
-  Web Meeting Schedule and Recordings - Summer
-  Web Meeting Schedule and Recordings - Spring

Completion rules

-  You must complete the units "6.6 RPIE - Case Problem Response, 10.5 Panel Presentation - REVIEW"
 -  Leads to a certification with a duration: Forever
-