



2016-17 APR Preparation Classes Syllabus

November 3, 2016 (meeting held at Community Foundation of North Central Florida)

- Introduction
- Review of 3 components of APR Readiness Review
 - Application
 - RR Questionnaire
 - Portfolio
- *Presentation on Communication Theories and Models* (follows pages 111-123 in APR study guide)

November 17, 2016 (meeting to be conducted by conference call and screen sharing)

- Introduction of the RPIE Method of conducting PR Campaigns (review pages 20-27) in the APR Study Guide)
- *Presentation on Research* (follows pages 28-45 in study guide)
- Discuss exercise on Page 45 of study guide
- HOMEWORK: Complete Section 1 of the APR Readiness Review Questionnaire and bring it to December 15 meeting

December 1, 2016

- *Presentation on Planning* (follows pages 46-62 in study guide)
- Discussion of implementation – Strategies vs. Tactics
- Discussion of evaluation – the basis of the next planning cycle

December 15, 2016

- *Presentation on Ethics and Law* (follows pages 100-106 in study guide)
- Discuss exercise on page 103 – Scenarios involving ethical decisions
- *Presentation on the history of Public Relations* (follows pages 124-127 in study guide)
- HOMEWORK: Work on Section 2 of the Questionnaire (Examples of Research Plans and Strategies are given in study guide, beginning on page 127)



January 5, 2017

- *Presentation on Managing Issues and Crisis Communication* (follows pages 107-110 in study guide)
- Discussion on crises the group may have experienced
- In-class work on Section 2 of Questionnaire – Q & A's

January 17, 2017

- *Presentation on Leading the Public Relations Function and Business Literacy* (follows pages 63-85 in the study guide)
- Basic Business Literacy Scavenger Hunt (pages 65-66 in study guide)
- HOMEWORK: Complete Section 3 of the Questionnaire

February 2, 2017

- *Presentation on Managing Relationships and Media Relations* (follows pages 86-99 in study guide)
- Discussion of social media and its effect on relationships
- Bring completed Questionnaire to meeting
- Volunteer(s) for mock readiness review panel

February 16, 2017

- View video on a "good" and "bad" readiness review panel
- Mock readiness review panel with volunteer
- Wrap-up Q&A