



APR STUDY SESSION SCHEDULE 2024
Southwest Florida Chapter
Florida Public Relations Association

TIMELINE:

Organizational Meeting(s)	November 30
Study Sessions (Wednesday's)	January 17 - March 27
Panel Presentations	April/May (recommended)
Written Exams	May/June/July (recommended)

STUDY SESSIONS:

Time: 5:30 - 8:30 p.m. Location: Priority Marketing

Session	Date	Curriculum	Assignments
Week 1	Jan 17	Public Relations: A management function	Reading Textbook & Study Guide
		Overview of Panel Presentation/Exam	Homework Exercise
Week 2	Jan 24	Ethics and law	Reading Textbook & Study Guide
		Discussion of Panel	Homework Exercise
		AP Stylebook: Briefing on Media Law	
Week 3	Jan 31	RACE/RPIE Part 1 Research & Planning	Reading Textbook & Study Guide
			Homework Exercise
			Topic(s)/Panel Presentation
Week 4	Feb 7	RACE/RPIE Part 2 Implementation &	Reading Textbook & Study Guide
		Evaluation	Homework Exercise
			Quest 1-5 of Part 1 of PP Quest.
Week 5	Feb 14	RACE/RPIE Case Studies	Homework Exercise
		PP, Mock Presentation & Written Review	Quest 6-9 of Part 1 of PP Quest.
	Feb 21	NO CLASS	Reading Textbook & Study Guide

			Part 2 of PP Quest.
Week 6	Feb 28	Crisis Communication Management	Reading Textbook & Study Guide
		Media Relations	Homework Exercise
			Continue on Part 2 of PP Quest.
Week 7	Mar 6	Internal Communications	Reading Textbook & Study Guide
		Information Technology	Homework Exercise
			Finalize Part 2 of PP Quest.
Week 8	Mar 13	Management Skills, Part I	Reading Textbook
		Business Literacy, Part I	Homework Exercise
Week 9	Mar 20	History Highlights	Reading Textbook & Study Guide
		Man. Skills/Biz Literacy, Part II	Homework Exercise
		Advanced Communication Skills	Flashcards, pages 1-34
		Flashcards, Part 1	
Week 10	Mar 27	Communication models and theories	Reading Textbook & Study Guide
		Flashcards, Part 2	Homework Exercise
		Steps for where to go from here	Flashcards, pages 35-68

Facilitators:

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

Study Guide: <https://accreditation.prsa.org/MyAPR/Content/Apply/APR/APR.aspx>