

MOSPRA

Missouri School Public Relations Association Accreditation Preparation

MOSPRA Accreditation Chair: Stephanie Smith, APR
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Review Course Location: Google Hangout

**Review Course Date/Time:
Proposed Dates** June 12-7:30 a.m.-9:00 a.m.
July 30 9:00 a.m.
September 18
October 27
December 10
January 15
February 19
March 30-April 1 (Spring Conference)

Materials Needed: *Effective Public Relations*, Cutlip, Center & Broom

Additional Resources: Universal Accreditation Board <http://www.praccreditation.org>
APR On-line Study Course <http://www.online2learn.net/APR/>
NSPRA Associate Director Karen Kleinz kkleinz@nspra.org

MOSPRA APR Study Group Syllabus

Date: June 12-Nicole Kirby

Definition of concepts and terms (read ch. 1-2)

- KSA's
- History of PR (study guide pages 113-115; Book chapters 1,4,7)
- Definition of concepts and terms (study guide pages 1-19)

Date: July
101)

Business Literacy/Ethics/Law (read ch 5-6); Study Guide pages (92-

- Terms, Industry knowledge, business drivers
- Environmental Scanning
- SWOT Analysis, impact of internal/external trends
- Understanding levels of management, how businesses are organized and how PR fits in
- Leadership and problem solving skills
- Case studies
- Ethical behavior, integrity
- Knowledge of legal issues
- Review scenarios/ethical dilemmas

Date: September
chapters 10-13)

Specific Communication Topics Study Guide pages (73-76) (Book

- Crisis Communications
 - Phases
 - Risk management
 - Crisis preparedness
- Information Technology
 - Literacy
 - Knowledge of channels
- Media Relations (Study Guide pages 102-112)
 - Relationships between practitioners and journalists
 - Analyzing media trends
 - Understanding, identifying and choosing appropriate media
 - Utilizing media in most effective way

Date: October

Management Skills and Issues, Audience Definition Study Guide pages (34-36; 77-91; Book chapters 2, 3, 12, 15,16,17)

- Audiences, cultural and diversity issues
- Diffusion
- Problem-solving, consensus building, consulting and negotiating
- Public opinion (Lang & Lang, The Tipping Point)
- Case studies and exercises

Date: December Paul Tandy **Communication Models, Theories/Advanced Communication Skills Study guide pages 20-33; Book Chapters 7,8,12)**

- Communications models (Shannon & Weaver, Schramm, etc.)
- Barriers to communication

Date: January **Research, Planning, Implementation (Study guide pages 37-72; Book chapters 11-14)**

- Goals, objectives, strategies and tactics, definitions and discernment
- Strategic thinking in plan development
- Putting the plan together
- Evaluation of plans/research methodology
- Budget and timing
- Case studies

Date: February Review

Date: March Next Steps/Readiness Review Prep/Application Help

Course Participants as of May 14, 2015:

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