

2008 APR Study Schedule

*All study sessions will meet at Colonial Plaza (9th floor) from 11:30 a.m. until 1 p.m.
Bring your lunch; drinks will be provided.*

February 20

definitions of PR (practice, function, roles)
history of and current issues in public relations – 2 percent of exam

February 27

ethics and law – 15 percent of exam

March 5

communication models and theories – 15 percent of exam

March 12

research, planning, implementation and evaluation (PART 1) – 30 percent of exam

March 19

research, planning, implementation and evaluation (PART 2)

March 26

crisis communication management – 10 percent of exam

April 2

management skills and issues – 10 percent of exam
business literacy – 10 percent of exam

April 9

media relations – 5 percent of exam

April 16

using information technology efficiently – 2 percent of exam
advanced communication skills – 1 percent of exam

April 23

portfolio prep / readiness review prep / recap (PART 1)

April 30

portfolio prep / readiness review prep / recap (PART 2)