

APR Online Study Course

Fact Sheet

Accreditation in Public Relations - Online Study Course

#APRPREP



WHO: The course is offered to potential APR candidates and anyone else who is interested in a comprehensive overview of public relations for professional development. Participants may enter the course at any time.

SCOPE: The ten-module online course includes information on the knowledge, skills and abilities (KSAs) covered in the APR Examination, (including the Panel Presentation) and was designed based on the topics and exercises included in other UAB study materials. APR Facilitators provide feedback and support in weekly (opt-in) web meetings.

HOW: Each module includes an introduction by APR Facilitators, with an overview of the KSA topic, readings and activities for the module. Participants share responses, notes and other study resources, and accredited course facilitators provide feedback on activities. Candidates are invited to participate in weekly web meetings - Cohort Study Groups - to additional interaction and opportunity for discussion. Participants work on the modules at their own pace, however it is suggested that each module be completed in no more than one month and no less than one week. Many report it will take six months to a year to complete the course materials. Certificate of completion is awarded upon completion.

METHOD OF INSTRUCTION: The online course provides active learning experiences, encouraging candidates to apply what they are learning to practical situations.. Successful completion of the course requires team and individual work, including Case Problem responses and a Panel Presentation practice session. Collaboration and teamwork is stressed in each module to simulate current public relations business practices. The online course features interactive multimedia module introductions, asynchronous activities, case study analysis, projects, directed discussions, self-correcting quizzes and simulations. The course facilitator is available by phone to ensure participants make use of the resources and participate in the online learning environment. Please write to support@online2learn.net for a demonstration.

Enroll Online Online2Learn.net/APR/

- ☐ PRSA and Partner Organizations may enroll at the member price of \$195. NonMembers enroll at \$295.
- ☐ A Group Discount is available to five or more candidates enrolling at the same time [\$169]. Apply for the Group Discount, by listing your group on this site: Online2Learn.net/APR/

TAKE THE FIRST STEP
APR Online Study Course

