



SYLLABUS: CERTIFIED PUBLIC RELATIONS SPECIALIST (CPRS) – CRN 40221

Program Coordinator: Richard Wilson
Exam Dates: Daily
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Time: Self-Paced Program
Location: 100% Online

LEARNING OBJECTIVES/GOALS OF THE PRS PROGRAM:

- How to quickly improve your media relations and successful industry communications with the appropriate tone and structure.
- Why public relations has become more complex over the last 7 years and how that is forcing leading firms to transform their approach to Public Relations.
- How to leverage technology to utilize opportunities to directly connect with your tech-savvy consumers and clients on multiple platforms.
- How to structure effective PR materials such as press releases, media kits, and pitches.
- How to be responsive and conscientious of consumer inquiries and concerns, helping improve client loyalty and identify opportunities.
- Why Social Media must be an Integral Part of a Successful Plan, and how exactly it should be leveraged to manage your online presence.
- How to get your customers and others to provide you feedback, opinions and product insights for free.
- How to create an authority position for your firm in the industry which will bring continuous warm leads to your website and team.

PROGRAM REQUIREMENTS:

Self-Management: The Certified Public Relations Specialist (CPRS) is a self-study certification program. We greatly want to see you succeed, but your success depends on and directly corresponds to the amount of time and effort you put into learning the material, make time to read the required texts, and to ask questions as they arise.

REQUIRED TEXTS:

1. The New Rules of Marketing by David Meerman Scott. (ISBN-13- 978-0-470-11345-5)
2. Strategic Public Relations by Jennifer Gehrt and Colleen Moffitt. (ISBN: 978-1-4363-8725-5)
3. The Public Relations Writer's Handbook 2nd Edition by Carol Ames, Mary Aronson, and Don Spetner. (ISBN-13: 978-0787986315)
4. The Public Relations Book by Ashley Wirthlin. This can be downloaded from the Student Login area.

All of these books (aside from #4, which must be downloaded for free) are available online and in most bookstores. Amazon.com carries all of the above texts

REQUIRED TOOLS: Internet access and an Internet browser with which to take the online exam and to view the program videos. Internet Explorer and Firefox work best, though most browsers should suffice.

CPRS GRADE BREAKDOWN:

Exam: (100 pts)

- 80 multiple choice/true-false questions

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For more information and to register for this self-paced public relations training and certification program, please visit our website at:
<https://Certification.com/Courses/PR>