

Public Relations Specialist (PRS): CRN# 40221

Program Coordinator: Ashley Wirthlin
 Place: 100% Online
 Email: PRS@BusinessTraining.com
 Exam Dates: 1/15, 4/15, 7/15, 10/15

Time: Self-Paced Program
 Twitter: @BusTraining

Program Aim: To better understand PR tactics and leverage new, emerging strategies.

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
- How to implement a proven Strategic Public Relations Plan for your business or client
- 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:

Completion of the PRS exam and the creation of a strategic public relations plan. More information on these requirements can be found in the study guide, available for download on the PRS homepage. Instructions for the PR plan can be found in the Study Guide, and login information for the online exam will all be sent to participants after registering for the program. A mock exam can be downloaded from the Student Login section of BusinessTraining.com

Self-Management: The Public Relations Specialist (PRS) is a self-study certification program. Though we want to see you succeed, your success depends on and directly corresponds to the amount of effort and time you put into learning the material. We have implemented the necessary tools to assist you in studying, such as a study guide with defined and in-depth topics and terms to know, as well as a 40 questions mock/practice exam to help you gauge your grasp of the information in the texts. We have also created videos, conducted interviews with professionals working in PR, social media, and marketing, and composed an 80+ page eBook to assist you in reading the required texts and to better understand the material.

Time-Management: Being that the PRS is a self-study program, it is your responsibility to make time to read the required texts and to ask questions as they arise.

Exam time: The exam will take place on your scheduled exam date. Your options are those listed above: 1/15, 4/15, 7/15, 10/15. You can choose your exam date as soon as you submit your strategic project to be graded. Please do not miss your scheduled exam.

You will have 24 hours to begin and complete the 2-hour test. If you miss your exam, please email us at the email listed above to re-register for another exam date. Your options are the same each year, aforementioned above.

Required Texts:

1. The New Rules of Marketing & PR by David Meerman Scott. (ISBN: 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 by Carol Ames, Mary Aronson, and Don Spetner. (ISBN: 978-0-7879-8631-5)
4. The Public Relations Book by Ashley Wirthlin. (<http://publicrelationsbook.com>) 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. Internet Explorer and Firefox work best, though most browsers should suffice.

Other Resources:

- Public Relations Blogger: <http://publicrelationsblogger.com>

What Will be Covered in the PRS Exam:

1. An Introduction to Public Relations
2. Public Relations Strategies and Tactics
3. Public Relations Writing
4. Social Media, the Internet, and PR
5. Branding

Grading:

Strategic PR Plan: (100 pts)

1. Introduction (2.5%)
2. Situational Analysis (15%)
3. Business Objectives (5%)
4. Communication Objectives (5%)
5. Target Audiences (5%)

6. Target Media (5%)
7. Key Messages (10%)
8. Strategy Overview (20%)
9. Budget (10%)
10. Activity Timeline (5%)
11. Expected Results –Measurement of Success (15%)
12. Conclusion (2.5%)

Exam: (100 pts)

- 40 multiple choice/true-false questions (80%)
- 2 short-essay questions worth (20%)

For more information, study tips, and topics, please see the PRS study guide.