



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

**Program Coordinator:** Ashley Wirthlin

**Exam Dates:** 1/10, 4/10, 7/10, 10/10

**Email:** [CPRS@BusinessTraining.com](mailto:CPRS@BusinessTraining.com)

**Time:** Self-Paced Program

**Location:** 100% Online

**Twitter:** @BusTraining

### 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:

**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 effort and time you put into learning the material.

**Strategic Project completion:** The strategic project for the CPRS course is laid out in the study guide. This project is worth 50% of the CPRS grade and must be received completed before you can schedule your examination date.

**Time-Management:** Being that the CPRS is a self-study program, it is your responsibility to make time to read the required texts, to ask questions as they arise, and to keep in mind your examination date.

**Examination:** Examinations are offered annually on January 10<sup>th</sup>, April 10<sup>th</sup>, July 10<sup>th</sup>, and October 10<sup>th</sup>. After registering for the CPRS, you can schedule your examination date by submitting your completed strategic project (aforementioned) and your preferred exam date.

**Please note that your exam date request must be received at least 3 weeks before the exam date.** For example, if you would like to sit for the January 10<sup>th</sup> exam, we need to receive your

request and completed project no later than December 20<sup>th</sup>. You can send your completed project and date request to the email address above.

**PREREQUISITES:** We require one year of work experience before candidates are accepted into the CPRS program.

**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 and to view the program videos. Internet Explorer and Firefox work best, though most browsers should suffice.

**OTHER RESOURCES:** Public Relations Blogger: <http://publicrelationsblogger.com>

**CPRS GRADE BREAKDOWN:**

*Strategic Project:* (100 pts) – Instructions provided in the CPRS Study Guide.

- |                                  |   |
|----------------------------------|---|
| 1. Introduction (2.5%)           | 8. Strategy Overview (20%)                          |
| 2. Situational Analysis (15%)    | 9. Budget (10%)                                     |
| 3. Business Objectives (5%)      | 10. Activity Timeline (5%)                          |
| 4. Communication Objectives (5%) | 11. Expected Results –Measurements of Success (15%) |
| 5. Target Audiences (5%)         | 12. Conclusion (2.5%)                               |
| 6. Target Media (5%)             |   |
| 7. Key Messages (10%)            |   |

*Exam:* (100 pts)

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

**TOPICS COVERED IN THE CPRS 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

*For more information and to register for this self-paced public relations training and certification program, please visit our website at:*

<http://businesstraining.com/Public-Relations-Certification.html>