



## Certificate in Principles of Public Relations

College seniors are eligible to apply for the Certificate in Principles of Public Relations within 6 months before or after graduation. As you approach graduation, adding the Certificate in Principles of Public Relations to your resume could be the leg up you need to secure the position you want. The computer-based examination tests six groupings of knowledge, skills, and abilities.

		DETAILED KNOWLEDGE, SKILLS, AND ABILITIES TESTED ON THE COMPUTER-BASED EXAMINATION FOR ACCREDITATION IN PUBLIC RELATIONS	PERCENTAGE OF EXAMINATION TESTED	<i>Discovering Public Relations by Karen Freberg</i>
Objective 1		RESEARCHING, PLANNING, IMPLEMENTING, AND EVALUATING PROGRAMS	33%	
1.1		a. Research (Concepts): Understands and can apply primary and secondary, formal and informal, quantitative and qualitative methods. Decides on the population and sampling techniques. Understands instrument design. Develops a premise and research plan.		Chapter 5: Research and Evidence-Based Practices <ul style="list-style-type: none"> <li>• What is research?</li> <li>• The role research has in PR</li> </ul>
1.2		b. Research (Applications): Uses a variety of research tools to gather information about the employer or client, industry and relevant issues. Investigates stakeholders understanding of the product, organization and issues. Applies research findings.		Chapter 5: Research and Evidence-Based Practices <ul style="list-style-type: none"> <li>• The Concepts of Reliability and Validity</li> <li>• Questions to Explore</li> <li>• Formal and Informal Research</li> <li>• Primary and Secondary Research</li> <li>• Primary Research: Qualitative, Quantitative, and Mixed Methods</li> <li>• Social Media Research and Analysis</li> <li>• Social Network Analysis (SNA)</li> <li>• Neuromarketing Research and Analysis</li> </ul>
1.3		c. Analytical Skills: Continuously analyzes the business environment that includes the client, stakeholders and employer. Objectively interprets data.		Chapter 5: Research and Evidence-Based Practices <ul style="list-style-type: none"> <li>• Environment and Organizational Contexts</li> <li>• Audience Segmentation</li> <li>• Outputs and Outcomes</li> <li>• Social and Digital Communications</li> </ul>
1.4		d. Strategic Thinking: Synthesizes relevant information to determine what is needed to position the client, organization, or issue appropriately in its market/environment, especially with regard to changing business, political, or cultural climates.		Chapter 8: Strategic Campaigns <ul style="list-style-type: none"> <li>• What Are the Steps for Conducting a Successful PR Campaign?</li> <li>• The RACE and ROPE Models: Similarities</li> <li>• The RACE and ROPE Models: Differences</li> </ul>
1.5		e. Planning: Set goals and objectives based on research findings.		Chapter 8: Strategic Campaigns

		Distinguishes among goals, objectives, strategies and tactics. Distinguishes organizational/operational goals and strategies from communication goals and strategies. Aligns project goals with organizational mission and goals.		<ul style="list-style-type: none"> <li>How Does the Strategic Model Benefit Campaigns?</li> </ul>
1.6		f. Audience Identification: Differentiates among publics, markets, audiences and stakeholders. Identifies appropriate audiences and the opinions, beliefs, attitudes, cultures, and values of each. Assesses interests of influential institutions, groups and individuals. Identifies appropriate communication channels/vehicles for reaching target audiences. Identifies communities formed through technologies. Understands varying needs and priorities of individual constituent groups (e.g., investors, governmental agencies, unions, consumers).		<p>Chapter 9: Audiences and Relationship management</p> <ul style="list-style-type: none"> <li>How Do We Identify Audiences?</li> <li>Who Are Our Audiences? How Do We Interact With Them?</li> </ul>
1.7		g. Diversity: Identifies and respects a range of differences among target audiences. Researches and addresses the cultural preferences and/or needs and barriers to communication of target audiences. Develops culturally and linguistically appropriate strategies and tactics.		<p>Chapter 4: Diversity and Inclusion</p> <ul style="list-style-type: none"> <li>Diversity</li> <li>Inclusion</li> <li>The Differences Between Diversity and Inclusion</li> <li>The Benefits of Diversity and Inclusion: In the Workplace</li> <li>The Benefits of Diversity and Inclusion: In Audience-Facing Communications</li> </ul>
1.8		h. Implementation: Understands sequence of events. Develops timelines and budget. Assigns responsibilities. Executes planned strategies and tactics.		<p>Chapter 8: Strategic Campaigns</p> <ul style="list-style-type: none"> <li>How Does the Strategic Model Benefit Campaigns?</li> </ul>
1.9		i. Evaluation of Programs: Determines if goals and objectives of public relations program were met and the extent to which the results or outcomes have been accomplished. Uses evaluation results for future planning.		<p>Chapter 8: Strategic Campaigns</p> <ul style="list-style-type: none"> <li>How Does the Strategic Model Benefit Campaigns?</li> </ul> <p>Chapter 12: Measurement and Evaluation</p> <ul style="list-style-type: none"> <li>Why Are Measurement and Evaluation Important?</li> <li>What Methods Do We Use For Measuring and Evaluating?</li> </ul>
<b>Objective 2</b>		<b>APPLYING THE LAW</b>	<b>13%</b>	
2.1		a. Integrity: Conducts professional activities in a lawful and principled manner. Functions as the conscience of the organization.		Chapter 3: Ethics and the Law
2.2		b. Ethical Behavior: Understands and adheres to commonly accepted standards for professional behavior.		<p>Chapter 3: Ethics and the Law</p> <ul style="list-style-type: none"> <li>What Codes of Ethics Do We Follow?</li> </ul>

		Recognizes ethical dilemmas. Acts to remedy unethical acts.		
2.3		c. First Amendment Issues: Understands First Amendment as a foundational principle for public relations. Distinguishes between political and corporate speech. Articulates conditions for libel and defenses against it. Understands impact of digital record on status as public and private.		Chapter 3: Ethics and the Law <ul style="list-style-type: none"> <li>Ethical Dilemmas: What Can Recent Campaigns Teach Us?</li> </ul>
2.4		d. Privacy Issues: Understands federal law regarding privacy (e.g. HIPAA, FERPA, DPPA), identity protection, ethical implications of digital record. Effectively advises organization on strategic adoptions and effective use of technology for listening to, communicating with and engaging priority publics.		Chapter 3: Ethics and the Law <ul style="list-style-type: none"> <li>What Codes of Ethics Do We Follow?</li> </ul>
2.5		e. Other legal issues: Upholds applicable federal laws regarding disclosure, copyright, trademarks, and fair use.		Chapter 3: Ethics and the Law <ul style="list-style-type: none"> <li>What Legal Matters Do We Need to Know?</li> </ul>
2.6		f. Organizational Skills: Integrates multiple dimensions of a public relations campaign. Integrates internal and external components, so that there is a synergy among the messages.		Chapter 3: Ethics and the Law <ul style="list-style-type: none"> <li>What Are Best Practices for Functioning?</li> </ul>
<b>Objective 3</b>		<b>3. MANAGING ISSUES AND CRISIS COMMUNICATION</b>	<b>13%</b>	
3.1		a. Issues and Risk Management: Identifies potential or emerging issues that may impact the organization. Identifies risks to the organization or client. Analyzes probability and potential impact of risk. Ensures organization develops appropriate response plans. Designs and deploys a strategic public relations response.		Chapter 14: Specializations <ul style="list-style-type: none"> <li>Reputation Management: What is it? How is it done?</li> <li>Crisis Communication: What is it? How is it done?</li> </ul>
3.2		b. Crisis Management: Understands the roles and responsibilities of public relations at the pre-crisis, crisis, and post-crisis phases. Communicates the implications of each of these phases and understands the messaging needs of each. Looks beyond current organizational mindset.		Chapter 14: Specializations <ul style="list-style-type: none"> <li>Reputation Management: What Is It? How Is It Done?</li> <li>Crisis Communication: What Is It? How Is It Done?</li> </ul>
3.3		c. Counsel to Management: Understands the importance of providing counsel to the management team or client regarding issues, risks, and crises. Looks beyond the current organizational mindset. Considers and accommodates all views on an issue or crisis. Factors differing views into communication strategy.		Chapter 3: Ethics and the Law <ul style="list-style-type: none"> <li>What Are Best Practices For Functioning?</li> <li>What Codes of Ethics Do We Follow?</li> </ul> Chapter 6: Branding <ul style="list-style-type: none"> <li>What Is Branding?</li> <li>Best Practices</li> </ul>

<b>Objective 4</b>		<b>UNDERSTANDING COMMUNICATION MODELS AND THEORIES, AND THE HISTORY OF THE PROFESSION</b>	<b>8%</b>	
4.1		a. Communication/Public Relations Models and Theories: Demonstrates familiarity with social science theories and research that guide planning, prioritizing audiences, developing messages, selecting spokespeople, establishing credibility and trust.		Chapter 2: Historical Contexts and Today's Practices <ul style="list-style-type: none"> <li>The Four Models: The Basics of Public Relations</li> <li>The Four Models: Universal Themes and Messaging</li> </ul>
4.2		b. Barriers to Communication: Understands how messages and messengers are interpreted by different audiences. Understands barriers that prevent changes to knowledge, attitude and behavior. Understands how semantics, cultural norms, timing, context and related factors impact the practice.		Chapter 2: Historical Contexts and Today's Practices <ul style="list-style-type: none"> <li>The Four Models Today: What Can Recent Campaigns Teach Us?</li> </ul>
4.3		c. Knowledge of the Field: Defines public relations and differentiates among related concepts (e.g. publicity, advertising, marketing, press agency, public affairs, lobbying, investor relations, social networking, and branding). Identifies key figures who influenced the field and major trends in the development of public relations as it is practiced today.		Chapter 2: Historical Contexts and Today's Practices <ul style="list-style-type: none"> <li>Why Study PR Practices, Research, and Theories?</li> </ul>
<b>Objective 5</b>		<b>5. LEADING THE PUBLIC RELATIONS FUNCTION</b>	<b>18%</b>	
5.1		a. Business Literacy: Understands and explains how employers/clients generate revenue and how their operations are conducted. Identifies relevant business drivers and how they impact the business. Understands how the public relations function contributes to the financial success of the organization.		Chapter 11: Management and Business Acumen <ul style="list-style-type: none"> <li>Business Literacy and Acumen</li> <li>How Does Our Approach Benefit Business?</li> </ul>
5.2		b. Resource Management: Takes into account human, financial and organizational resources. Prepares, justifies and controls budgets for departments, programs, clients or agencies. Understands what information needs to be collected, evaluated, disseminated, and retained. Is able to obtain information using innovative methods and appropriately store it, so that it can be retrieved easily for future use.		Chapter 11: Management and Business Acumen <ul style="list-style-type: none"> <li>What Do We Need to Succeed in a Business Setting?</li> </ul>
5.3		c. Organizational structure and resources: Recognizes chain of command, including boards of directors, senior leadership, middle management, direct line supervision, line positions, and each level's distinctions. Knows how organizations		Chapter 11: Management and Business Acumen <ul style="list-style-type: none"> <li>Whom Do We Work With in the Business Setting?</li> </ul>

		are horizontally and vertically structured. Identifies which divisions within an organization that need to be involved in any communication program. Understands impact of organizational governance. Recognizes the relationships among PR, legal, finance and IT, as essential management functions.		
5.4		d. Problem solving and decision making: Approaches problems with sound reasoning and logic. Distinguishes between relevant and irrelevant information. Evaluates opportunities for resolution. Devises appropriate courses of action based on context and facts. Makes sound, well-informed and objective decisions in a timely manner. Assesses the impact and implications of these decisions		Chapter 11: Management and Business Acumen <ul style="list-style-type: none"> <li>How Does Our Approach Benefit Business?</li> </ul>
5.5		e. Leadership skills: Influences others to achieve desired goals. Motivates and inspires others, builds coalitions and communicates vision. Influences overall organizational changes in policy, procedures, staffing and structure, as appropriate.		Chapter 11: Management and Business Acumen <ul style="list-style-type: none"> <li>Whom Do We Work With in the Business Setting?</li> </ul>
5.6		f. Organizational Skills: Integrates multiple dimensions of a public relations campaign. Integrates internal and external components, so that there is a synergy among the messages.		Chapter 11: Management and Business Acumen <ul style="list-style-type: none"> <li>Whom Do We Work With in the Business Setting?</li> </ul>
<b>Objective 6</b>		<b>MANAGING RELATIONSHIPS</b>	<b>15%</b>	
6.1		a. Relationship Building: Understands consensus-building strategies and techniques to persuade key stakeholders to support a decision. Ensures discussions allow key stakeholders the opportunity to express opinions. Recognizes need for affected parties and stakeholders to find mutually acceptable solutions. Utilizes persuasion, negotiation and coalition building.		Chapter 9: Audiences and Relationship Management <ul style="list-style-type: none"> <li>What Is Relationship Management?</li> </ul>
6.2		b. Reputation Management: Understands need for maintaining individual and organizational credibility with and among key constituents. Recognizes value of reputation, image, public trust and corporate-social responsibility.		Chapter 14: Specializations <ul style="list-style-type: none"> <li>Reputation Management: What Is It? How Is It Done?</li> </ul> Chapter 6: Branding <ul style="list-style-type: none"> <li>Personal Brands</li> </ul>
6.3		c. Internal Stakeholders: Understands importance of internal relationships to the public relations function. Understands the importance of organizational culture		Chapter 9: Audiences and Relationship Management <ul style="list-style-type: none"> <li>Primary and Secondary Audiences</li> <li>Influencers</li> <li>Creators</li> </ul>

		and communicating key messages through frontline supervisors. Uses mediated and non-mediated channels of communication for effective engagement. Prioritizes internal audiences.		<ul style="list-style-type: none"> <li>• Ambassadors</li> </ul>
6.4		d. Media Relations: Understands definitions, strengths, weaknesses and needs of different media. Understands the relationships among public relations professionals, journalists and media organizations. Builds effective relationships with media based on mutual respect and trust. Analyzes current events and trends for opportunities and threats. Identifies appropriate controlled and uncontrolled media channels and key influencers.		<p>Chapter 8: Strategic Campaigns</p> <ul style="list-style-type: none"> <li>• How Does the PESO Model for Media Promote Campaigns?</li> </ul> <p>Chapter 10: Creative Content</p> <ul style="list-style-type: none"> <li>• What Is a Message Strategy?</li> <li>• What Types of Content Are Best for Different Channels?</li> </ul> <p>Chapter 7: Writing</p> <ul style="list-style-type: none"> <li>• What Types of Writing Do PR Professionals Compose?</li> </ul>
6.5		e. Networks: Understands how different tactics can be used to establish and enhance relationships (e.g., electronic communications, special events, face-to-face communication, networking, social networking, word-of-mouth and third-party communication). Recognizes interconnectedness among various stakeholders. Considers broad/global relationships.		<p>Chapter 9: Audiences and Relationship Management</p> <ul style="list-style-type: none"> <li>• Who Are Our Audiences? How Do We Interact With Them?</li> </ul> <p>Chapter 14: Specializations</p> <ul style="list-style-type: none"> <li>• Introduction to Specializations</li> </ul>