

PUBLIC RELATIONS








Certificate in Principles of Public Relations














College seniors are eligible to apply for the Certificate in Principles of Public Relations within six 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. The chart below indicates which areas of **Introduction to Public Relations, Second Edition, by Page and Parnell (ISBN: 9781544392004)** you'll need to review as you study for the exam.

DETAILED KNOWLEDGE, SKILLS, AND ABILITIES TESTED ON THE COMPUTER-BASED EXAMINATION FOR ACCREDITATION IN PUBLIC RELATIONS (EFFECTIVE JANUARY 2016)		PERCENTAGE OF EXAMINATION TESTED	INTRODUCTION TO PUBLIC RELATIONS 2E BY PAGE/PARNELL CHAPTERS WHERE REFERENCED
OBJECTIVE 1	1. RESEARCHING, PLANNING, IMPLEMENTING & 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 4: Foundations of Public Relations: Research and Theory <ul style="list-style-type: none"> How to Begin Primary Research Methods
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 4: Foundations of Public Relations: Research and Theory <ul style="list-style-type: none"> The Big Ideas Behind Public Relations Strategies Chapter 5: Strategic Communication Planning <ul style="list-style-type: none"> Foundations of Strategic Planning in Strategic Public Relations Objectives Programming Evaluation, Ongoing Research, and Measurement
1.3	c. Analytical Skills: Continuously analyzes the business environment that includes the client, stakeholders and employer. Objectively interprets data.		Chapter 4: Foundations of Public Relations: Research and Theory <ul style="list-style-type: none"> How to Begin Primary Research Methods The Big Ideas Behind Public Relations Strategies

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OBJECTIVE 1	1. RESEARCHING, PLANNING, IMPLEMENTING, AND EVALUATING PROGRAMS	33%	
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 5: Strategic Communication Planning <ul style="list-style-type: none"> Foundations of Strategic Planning in Strategic Public Relations Objectives Programming Evaluation, Ongoing Research, and Measurement
1.5	e. Planning: Set goals and objectives based on research findings. 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.		Chapter 5: Strategic Communication Planning <ul style="list-style-type: none"> Foundations of Strategic Planning in Strategic Public Relations Objectives
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).		Chapter 5: Strategic Communication Planning <ul style="list-style-type: none"> Programming

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OBJECTIVE 1	1. RESEARCHING, PLANNING, IMPLEMENTING & EVALUATING PROGRAMS	33%	
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.		Chapter 5: Strategic Communication Planning <ul style="list-style-type: none">  Objectives  Programming Chapter 9: Corporate Social Responsibility and Community Relations <ul style="list-style-type: none">  Community Relations  Earning Trust  Public Relations with Diverse Communities
1.8	h. Implementation: Understands sequence of events. Develops timelines and budget. Assigns responsibilities. Executes planned strategies and tactics.		Chapter 5: Strategic Communication Planning <ul style="list-style-type: none">  Foundations of Strategic Planning in Strategic Public Relations  Objectives  Programming  Evaluation, Ongoing Research, and Measurement
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 of public relations programs have been accomplished. Uses evaluation results for future planning.		Chapter 5: Strategic Communication Planning <ul style="list-style-type: none">  Evaluation, Ongoing Research, and Measurement
OBJECTIVE 2	2. APPLYING ETHICS AND LAW	13%	
2.1	a. Integrity: Conducts professional activities in a lawful and principled manner. Functions as the conscience of the organization.	8%	Chapter 1: Strategic Public Relations: A Constantly Evolving Discipline <ul style="list-style-type: none">  Defining Corporate Social Responsibility and Sustainability Communications: Doing Well by Doing Good, or Is It More Complex? Chapter 3: Ethics and Law in Public Relations <ul style="list-style-type: none">  Ethics in Public Relations  Stay Informed, Be Vigilant, Develop Professional and Personal Ethics

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




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OBJECTIVE 2	2. APPLYING ETHICS AND LAW	13%	
			Chapter 9: Corporate Social Responsibility and Community Relations <ul style="list-style-type: none">  Successful Corporate Social Responsibility Flows From Business Culture and Builds Reputation  Community Relations and Corporate Social Responsibility
2.2	b. Ethical Behavior: Understands and adheres to commonly accepted standards for professional behavior. Recognizes ethical dilemmas. Acts to remedy unethical acts.		Chapter 3: Ethics and Law in Public Relations <ul style="list-style-type: none">  Ethics in Public Relations  Stay Informed, Be Vigilant, Develop Professional and Personal Ethics
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 thereof. Understands impact of digital record on status as public and private figure.		Chapter 3: Ethics and Law in Public Relations <ul style="list-style-type: none">  How Does Law Affect Public Relations?
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 Law in Public Relations <ul style="list-style-type: none">  How Does Law Affect Public Relations?
2.5	e. Other Legal Issues: Upholds applicable federal laws regarding disclosure, copyright, trademarks, fair use.		Chapter 3: Ethics and Law in Public Relations <ul style="list-style-type: none">  How Does Law Affect Public Relations?

OBJECTIVE	DETAILED KNOWLEDGE, SKILLS, AND ABILITIES TESTED ON THE COMPUTER-BASED EXAMINATION FOR ACCREDITATION IN PUBLIC RELATIONS (EFFECTIVE JANUARY 2016)	PERCENTAGE OF EXAMINATION TESTED	INTRODUCTION TO PUBLIC RELATIONS 2E BY PAGE/PARNELL CHAPTERS WHERE REFERENCED
OBJECTIVE 3	3. MANAGING ISSUES AND CRISIS COMMUNICATION	13%	
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 12: Issues Management and Crisis Communication <ul style="list-style-type: none">  Issues Management  Prepare for and Managing a Crisis
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 12: Issues Management and Crisis Communication <ul style="list-style-type: none">  Crisis Communications
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 views into communication strategy.		Chapter 12: Issues Management and Crisis Communication <ul style="list-style-type: none">  Prepare for and Managing a Crisis
OBJECTIVE 4	4. UNDERSTANDING COMMUNICATION MODELS AND THEORIES, AND HISTORY OF THE PROFESSION	8%	
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 spokespersons, establishing credibility and trust.		Chapter 4: Foundations of Public Relations: Research and Theory <ul style="list-style-type: none">  The Big Ideas Behind Public Relations Strategies

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OBJECTIVE 4	4. UNDERSTANDING COMMUNICATION MODELS AND THEORIES, AND HISTORY OF THE PROFESSION	8%	
4.2	<p>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.</p>		<p>Chapter 4: Foundations of Public Relations: Research and Theory</p> <ul style="list-style-type: none">  The Big Ideas Behind Public Relations Strategies <p>Chapter 6: Public Relations Writing: Persuasive and Audience Focused</p> <ul style="list-style-type: none">  For a Public Relations Career, You Had Better Become a Good Writer  Public Relations Writing Strategy and Style
4.3	<p>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.</p>		<p>Chapter 1: Strategic Public Relations: A Constantly Evolving Discipline</p> <ul style="list-style-type: none">  Defining Public Relations: What's in a Name? <p>Chapter 2: The History of Modern Public Relations: From Barnum to Lee, Bernays to Page, and Introducing Other Pioneers</p> <ul style="list-style-type: none">  A History of Public Relations in the Modern Era  Growth of Public Relations Agency  The Future of Public Relations
OBJECTIVE 5	5. LEADING THE PUBLIC RELATIONS FUNCTION	18%	
5.1	<p>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.</p>		<p>Chapter 11: Corporate Communication and Reputation Management</p> <ul style="list-style-type: none">  The Modern Corporation: Meeting the Challenge  Core Competencies of Corporate Communications  Financial Communications, Media Relations, and Investor Relationships

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OBJECTIVE	5. LEADING THE PUBLIC RELATIONS FUNCTION	PERCENTAGE OF EXAMINATION TESTED	INTRODUCTION TO PUBLIC RELATIONS 2E BY PAGE/PARNELL CHAPTERS WHERE REFERENCED
5		18%	
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 10: Employee Relations, Corporate Culture, and Social Responsibility <ul style="list-style-type: none">  Communication Challenges and Opportunities Chapter 11: Corporate Communication and Reputation Management <ul style="list-style-type: none">  The Modern Corporation: Meeting the Challenges  Core Competencies of Corporate Communications  Financial Communications, Media Relations, and Investor Relationships
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 are horizontally and vertically structured. Identifies which divisions within an organization that need to be involved in any communication programs. Understands impact of organizational governance. Recognizes the relationships among PR, legal, finance and IT, as essential management functions.		Chapter 1: A Strategic Public Relations: A Constantly Evolving Discipline <ul style="list-style-type: none">  Roles and Functions of Public Relations Pros Chapter 10: Employee Relations, Corporate Culture, and Social Responsibility <ul style="list-style-type: none">  Communication Challenges and Opportunities Chapter 11: Corporate Communication and Reputation Management <ul style="list-style-type: none">  The Modern Corporation: Meeting the Challenge  Core Competencies of Corporate Communications  Financial Communications, Media Relations, and Investor Relationships
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		Chapter 5: Strategic Communication Planning <ul style="list-style-type: none">  Foundations of Strategic Planning in Strategic Public Relations  Objectives  Programming  Evaluation, Ongoing Research, and Measurement

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OBJECTIVE 5	5. LEADING THE PUBLIC RELATIONS FUNCTION	18%	
	and facts. Makes sound, well-informed and objective decisions in a timely manner. Assesses the impact and implications of these decisions.		Chapter 11: Corporate Communication and Reputation Management <ul style="list-style-type: none">  Core Competencies of Corporate Communications  Financial Communications, Media Relations, and Investor Relationships
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 10: Employee Relations, Corporate Culture, and Social Responsibility <ul style="list-style-type: none">  Employee Relations and Healthy Organizations
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 5: Strategic Communication Planning <ul style="list-style-type: none">  Foundations of Strategic Planning in Strategic Public Relations  Objectives  Programming  Evaluation, Ongoing Research, and Measurement
OBJECTIVE 6	6. MANAGING RELATIONSHIPS	15%	
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 4: Foundations of Public Relations: Research and Theory <ul style="list-style-type: none">  The Big Ideas Behind Public Relations Strategies Chapter 7: Media Relations in a Digital World <ul style="list-style-type: none">  Communications Theory and Media Relations  PR Profile: Media Relations: It's All About Building Relationships Chapter 9: Corporate Social Responsibility and Community Relations <ul style="list-style-type: none">  Community Relations and Corporate Social Responsibility

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OBJECTIVE 6	6. MANAGING RELATIONSHIPS	15%	
6.2	<p>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.</p>		<p>Chapter 9: Corporate Social Responsibility and Community Relations</p> <ul style="list-style-type: none">  Successful Corporate Social Responsibility Flows From Business Culture and Builds Reputation  Community Relations and Corporate Social Responsibility <p>Chapter 11: Corporate Communication and Reputation Management</p> <ul style="list-style-type: none">  Core Competencies of Corporate Communications
6.3	<p>c. Internal Stakeholders: Understands importance of internal relationships to the public relations function. Understands the importance of organizational culture and communicating key messages through frontline supervisors. Uses mediated and non-mediated channels of communication for effective engagement. Prioritizes internal audiences.</p>		<p>Chapter 10: Employee Relations, Corporate Culture, and Social Responsibility</p> <ul style="list-style-type: none">  Employee Relations and Healthy Organizations  Communication Challenges and Opportunities
6.4	<p>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>		<p>Chapter 7: Media Relations in a Digital World</p> <ul style="list-style-type: none">  The State of the News Media Today  Communications Theory and Media Relations  Measuring News Coverage  Global Media Relations Trends and Tactics

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OBJECTIVE 6	6. MANAGING RELATIONSHIPS	15%	
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.		Chapter 7: Media Relations in a Digital World <ul style="list-style-type: none">Measuring News CoverageGlobal Media Relations Trends and Tactics Chapter 8: Social Media and Emerging Technologies <ul style="list-style-type: none">The Value and Strategies of Social MediaA Showcase of Digital and Social Media PR Practices Chapter 10: Employee Relations, Corporate Culture, and Social Responsibility <ul style="list-style-type: none">Employee Relations and Healthy Organizations Chapter 11: Corporate Communication and Reputation Management <ul style="list-style-type: none">Core Competencies of Corporate Communications