

On-Demand Learning

FORMAT

ON-DEMAND

LOCATION

ONLINE

DATE(S)

Available 24/7
(Online Offering)

TIME/DURATION

Various

PRICE

Various

SUGGESTED LEVEL

Foundational/
Intermediate/
Advanced

ACCREDITATION



1.0 APR

Maintenance
Credit per module

FOLLOW ALONG

#PRSAlearning

TO REGISTER

www.prsa.org/pd

50+ Free Webinar Recordings

Certificate in Principles of Public Relations (for students)

Creating Effective Integrated Marketing
Communication (IMC) Campaigns

Creating Integrated Communications Campaigns (ICC)

Communicating to Manage Performance

(Available as a Certificate Program with the purchase of the complete package, or modules sold individually.)

- Giving Corrective Feedback
- Describing Behavior or Results
- Using I-Statements
- Giving Positive Feedback
- Active Listening
- Acknowledging Ideas



Reputation Management

(Available as a Certificate Program with the purchase of the complete package, or modules sold individually.)

- Reputation Champion's Path Forward
- Reputation and the CEO
- KPIs and Collaboration: The Reputation Journey
- Digital Reputation
- Measurement Discipline – Solve the Reputation Value Equation
- CSR and Reputation: Establishing a Vision
- Reputation and the Communicator's Career
- Corporate Diplomacy and Executive Leadership



Crisis Communication

(Available as a Certificate Program with the purchase of the complete package, or modules sold individually.)

1. Principles of Effective Crisis Response
2. Obtaining Public Forgiveness
3. Telling Your Story in a Crisis
4. Influencing Leaders
5. Operational Readiness No. 1: Establishing an Effective Crisis Response Team and Process
6. Operational Readiness No. 2: Effective Crisis Planning



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Reputation Risk Management

(Available as a Certificate Program with the purchase of the complete package, or modules sold individually.)

1. Introduction and Case Studies: Reputation Risk: a Low-Tech, High-Touch, Cross-Functional Approach
2. Differentiating and Marketing in a Volatile Reputation Risk Environment
3. CSR and Sustainability as a Path to Reputation Risk Mitigation
4. Integrating Reputation Risk and Crisis Management Planning/Preparation/Execution
5. Enhancing Enterprisewide Communication and Reputation Risk Coordination Capabilities
6. Shaping Internal Culture as Highest-Level Reputation Risk Mitigation



Measurement and Analytics

(Available as a Certificate Program with the purchase of the complete package, or modules sold individually.)

1. Using Research Before Developing Communication Plans
2. Evaluating the Success of Messaging/Campaigns
3. Evaluating the Success of Channels
4. Connecting Communication Measures to Business Results
5. In-Depth Measures for Specific Channels
6. Best Practices for Research Methodology



Content Marketing

(Available as a Certificate Program with the purchase of the complete package, or modules sold individually. Coming spring 2020.)

1. Editorial Planning and Team Structure
2. Developing a Content Marketing Strategy
3. Storytelling Strategies for Content Marketing Success
4. Gaining Exposure for Your Content Marketing Program
5. Using Earned, Social Media and Influencer Tactics to Boost Effectiveness
6. Content Marketing Measurement and Analytics



Writing With AP Style

Writing With Clarity for Maximum Effectiveness