

## Certificate in Principles of Public Relations

Percentage of  
Examination Tested

<b>History of and Current Issues in Public Relations</b>	<b>6%</b>
Knowledge of the field of public relations: Identifies key figures who influenced the field and major trends in the development of public relations as it is practiced today. Is familiar with out-moded perceptions of the PR profession.	
Public relations and related concepts: Defines public relations and differentiates among related concepts (e.g. publicity, advertising, marketing, press agentry, public affairs, lobbying, investor relations, social networking, and branding.)	
Understands the effect and impact of emerging technology on communications models.	
<b>Business Literacy</b>	<b>10%</b>
Knowledge of organizational issues: Takes into consideration current internal and external business drivers for client or employer. Understands how industry forces and revenue/expenses impact stakeholder analysis and public relations planning.	
<b>Ethics and Law</b>	<b>12%</b>
Ethical behavior: Conducts professional activities in a principled manner and adheres to commonly accepted standards for professional behavior.	
Integrity: Recognizes and deals professionally with ethical and legal issues.	
Legal issues: Upholds applicable international, national, state, and local laws regarding defamation of character (e.g. libel and slander), corporate governance, disclosure, copyright, trademarks, fair use, First Amendment issues, privacy laws, etc.	
<b>Communication Models and Theories</b>	<b>15%</b>
Communication models: Demonstrates familiarity with communication theory and public relations research that guides planning, prioritizing audiences, developing messages, selecting spokespeople, establishing credibility and trust, etc.	

Barriers to communication: Understands and applies how messages are interpreted by different audiences and how they are or are not moved to action based upon those messages. Understands how semantics, cultural norms, timing and context may impact how messages are interpreted.	
<b>Researching, Planning, Implementing &amp; Evaluating Programs</b>	<b>25%</b>
Research (Concepts): Understands and can apply primary and secondary, formal and informal, quantitative and qualitative methods. Understands a premise and research plan. Decides on the population and sampling techniques. Designs instruments, etc.	
Research (Applied): Uses a variety of research tools to gather information about the employer or client, industry and relevant issues. Seeks to learn about stakeholders' understanding of the product, organization, and issues.	
Stakeholder analysis: Identifies institutions, groups, or individuals who have an interest in or are affected by some part of the program. Assesses interest of influential institutions, groups, and individuals.	
Diversity: Identifies and respects a range of differences among target audiences. Researches and addresses the cultural preferences of target audiences. Understands culturally and linguistically appropriate strategies and tactics.	
Analytical skills: Objectively interprets data. Applies research findings.	
Audience identification and communication: Identifies appropriate audiences and the opinions, beliefs, attitudes, cultures, and values of each. Prioritizes and properly sequences communications to the different audiences.	
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.	
Planning and Implementation: Understands public relations programs based on research methodology or approaches that address the following components: Research, Goals, Planning, Execution, Monitoring, and Evaluation.	
<b>Crisis Communication Management</b>	<b>5%</b>

Understands phases of a crisis: 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.	
<b>Using Information Technology Efficiently</b>	12%
Knowledge of distribution channels: Considers audience and objectives when selecting appropriate media for messaging. Understands benefits and differences between traditional and nontraditional media. Deploys public relations tools.	
Technology literacy: Understands reach and limitations of electronic tools and how they can be used for and against a client or employer. Uses electronic tools and technology in the planning phase.	
<b>Media Relations</b>	15%
Understands media: Considers strengths and weaknesses, needs, and lead times of media. Identifies appropriate media channels for delivering messages to internal and external audiences. Identifies influencers.	
Distribution methods: Understands distribution systems (e.g. wire services, electronic news conferences, special events, face-to-face communication, word-of-mouth and third-party communication).	