

| COURSE | INSTRUCTING AGENCY | REQUIRED |
|---|---|-----------------|
| <i>Modern PR</i> | | |
| Overview of a Modern PR Agency | BCW Global | X |
| The Nuts & Bolts of Storytelling | WE Communications | X |
| Earned First PR | Golin | X |
| Best Practices in Marketing Integration from the PR Standpoint | Carmichael Lynch | X |
| PR in a Post-COVID World | FleishmanHillard | |
| The Power of Purpose | Porter Novelli | |
| <i>Client Relations, Strategic Thinking, Programming and New Business</i> | | |
| The Art of Client Service | APCO Worldwide | X |
| Creative Bravery: Ideas that Generate Results | Zeno Group | X |
| The Presentation on Winning Presentations | Weber Shandwick | X |
| Marketing to GenZ: From Data to Outreach | DeVries Global | |
| My First Campaign & Creative Thinking 101 | KWT Global | |
| <i>The Basics: Writing & Media Relations</i> | | |
| Writing 101: The Ugly First Draft and Press Release Basics | Walker Sands | X |
| Pitching Effectively to Drive Coverage | Fahlgren Mortine and Turner PR | |
| Firing Up a Client Content Engine | Greentarget | |
| Recommendation Memos that Get a Yes | David Lipscomb | |
| The Art of the Follow Up | KWT Global | |
| <i>Exploring Multiple Sectors</i> | | |
| When It's Truly on the Line: Successfully Managing Crises | MWWPR | |
| Understanding Capitol Hill | Adfero | |
| Large Versus Small: What's the Right Agency Size for You? | Affect, Double Forte, Ketchum | |
| From Staid to Sexy: Effective Communications for Highly Regulated Sectors | Cognito Media | |
| Exploring PR Agency Sectors: Brand Marketing, Healthcare, Public Affairs and Technology | PAN Communications, Praytell, Sachs Media Group, Spectrum | |
| <i>Digital & Social Know-How</i> | | |
| Everything you Need to Know about B2B Social Media Management | The Hoffman Agency | |
| Social Listening: Our Secret Advantage | Hotwire | X |
| Building Brand Ecosystems with Influencers | M Booth | |
| Earning It on TikTok & Instagram | Day One Agency | |
| Introduction to Brand Films | | |
| <i>Data & Analytics</i> | | |
| Tech Platforms you Need to Know | Business Wire, Cision, Muck Rack, Talkwalker | |
| Tracking and Reporting | TBD | |
| Using Data to Drive Decisions | W2O Group | X |

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| Fundamentals of measurement | TBD | X |
| <i>Ethics and Diversity</i> | | |
| Diversity and Why it Matters | EGAMI Group | X |
| Ethics as Culture | FleishmanHillard | X |
| Diversity & Inclusion Panel | Taylor | |
| Pride Panel | TBD | |
| <i>The Employee Experience</i> | | |
| Building Your Personal Brand | Ketchum | |
| Organizing Assignments and Time Management | March Communications | X |
| Attention to Detail | Golin | |
| How to Land an Agency Job | Jamie McLaughlin | |
| The Art of the Zoom: Mastering Virtual Presentation Skills | G&S Business Communications | |
| Pain-free Prioritizing | Golin | |
| Managing Up for Career Success | Beryl Loeb | |
| Your Role in the Business of the Business | TBD | |

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| AGENCY LEADER/RISING STAR CHATS |
| 360PR+ |
| Affect |
| APCO Worldwide |
| Beehive |
| Double Forte |
| Edelman |
| EGAMI Group |
| Exponent |
| FleishmanHillard |
| Jarrard |
| Ketchum |
| M Booth |
| March Communications |
| Padilla |
| PAN Communications |
| Porter Novelli |
| Taylor |
| Weber Shandwick |