

## PR Council + Section – Mini MBA for PR Pros

### What is Section School?

[Section School](#) is an online business education platform providing MBA-quality courses designed for immediate application in the workplace. It features live lessons from executives at leading companies, covering areas like Business Core, Leadership, Marketing, Product and AI.

### What does this program consist of?

Participants will complete a minimum of 5 on-demand courses. While one course is required, you will be able to select four “elective” courses. There will also be opportunities to view the courses in a live format. Some courses have suggested exercises and projects to complete independently, so below we have provided anticipated length times for each course.

- **Financial Fluency** (required): Understand and leverage the key financial vocabulary.
  - Length: 30 minutes
- **Analyzing Data for Insights**: Unpack a tough problem, extract insights and build data-driven recommendations.
  - Length: 60-90 minutes
- **Building Problem-Solving Models**: Translate complex business problems into quick financial impact models.
  - Length: 90-120 minutes
- **Building a Business Case**: Write a defensible, evidence-driven business case to get the green light for your ideas.
  - Length: 60-90 minutes
- **Business Strategy**: Master the strategies that win in today’s digital age.
  - Length: 60 minutes
- **Investor Mindset**: Understand the metrics that drive growth to make smarter investments for your business.
  - Length: 90-120 minutes
- **Strategic Planning**: Translate business objectives into measurable goals.
  - Length: 60-90 minutes
- **Generative AI Business Strategy**: Develop an AI strategy that ladders up to your business’ stage and goals.
  - Length: 60 minutes

### Who is this program for?

This program is designed for PR professionals at a VP/AS level or higher.

### How much does it cost?

This program, valued at \$1,999, is **free** for PRC Members.

**How many people at my firm can register and when do I have to register by?**

General registration will open on April 2, 2024, and seats will be capped at five people per firm. As spots are limited, it's important that everyone who signs up is committed to completing the program.

**How long will I have to complete the program?**

You will have six months to complete the program.

**Will I receive recognition for completing the program?**

You will receive a LinkedIn certificate for finishing five courses.

**How can I learn more about this Mini MBA for PR Pros program?**

We are hosting an information session with Section Community & Program Manager [Alex Maxwell](#) on April 10<sup>th</sup> from 12-12:30 p.m. ET. You will learn more about the onboarding process, the specific courses and instructors in the mini-MBA, and who to contact for additional questions. Register for the info session [here](#).