
A LEG UP REQUIRES HANDS-ON

Give your students
real-world experience with
the leading PR software.

CISIONpoint ▶▶

**“You cannot create experience.
You must undergo it.”**

— Albert Camus

CISIONPOINT

for Colleges and Universities

Prepare your students for **THE REAL WORLD**

Today's graduates face the toughest job market in decades. According to a Michigan State University survey, new college graduates had almost 40% fewer job prospects in 2010 than five years ago. Getting a PR job is no longer as easy as having an excellent academic record and a degree from a prestigious public relations program like yours. To compete in this environment, students need to know more, do more, be more. Employers are looking for new hires who can immediately start shouldering the workload with very little training. That means hands-on experience with the most widely used tools of the trade.

You can give it to them with the free CisionPoint curriculum for colleges and universities.

A smart addition to your class

Using the free CisionPoint curriculum in your classes allows you to give your students valuable training on CisionPoint — the award-winning on-demand workflow software used by 90% of the top PR firms — so they'll be better equipped to enter the job market. With the CisionPoint curriculum, your classes will be as prepared practically as they are theoretically. Because without it, everything's academic.



90%

of the top PR firms use CisionPoint



1 million contacts

from the world's largest media database



250,000 outlets

including blogs, news websites and more



150 countries

and multiple languages across the globe

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866.639.5087

cision.com/university-program

“We’re running leaner than ever, so when we hire somebody new, they need to hit the ground running without a lot of hand-holding. **Applicants with CisionPoint training go straight to the top of my list** because I know they’ll be able to add value to our organization from the moment they get here.”

— Vice President
GLOBAL PR FIRM



The **CURRICULUM**

The free CisionPoint curriculum is designed specifically for colleges and universities. It introduces students to the latest PR software available *before* they enter the job market. The program includes:

1

Free Access to CisionPoint

Students learn how to plan effective campaigns, connect with members of the media, monitor coverage of their topics and analyze results in a variety of ways.

2

Teaching Aids

Suggested lessons that help you and your students get the most out of the curriculum, with real-life scenarios and case studies.

“Cision’s university program is giving UVU PR students a competitive advantage in obtaining internships and employment. After a successful first year with CisionPoint, we plan to continue using this strategic tool in our classes to engage and prepare our students for their future PR careers.”

— Stephen L. Whyte
UTAH VALLEY UNIVERSITY

3

CisionPoint Accreditation for Students

Upon completion of the program, students can become CisionPoint-accredited by participating in several online tutorials and assignments. CisionPoint accreditation looks great on a résumé!

4

Top Industry Resources

Your free CisionPoint curriculum includes access to a variety of thought-leading white papers, tip sheets, blog posts, news and more from Cision to help you stay connected to the PR industry.

5

Multiple Accounts and Logins

Every PR instructor in your program is assigned an account, so every student has access.

6

Variety of Training Options

Choose the training method that works best for your classroom: self-guided online tutorials or live webinars. On-site training may be available. Ask for details.

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Learn more by contacting us at **866.639.5087**
or visiting cision.com/university-program

HANDS-ON EXPERIENCE

with the leading PR software

Employers everywhere agree: nothing beats hands-on experience when it comes to new hires. Now you can give your students this kind of invaluable training on the PR world's leading software — CisionPoint. The free curriculum allows students to get up close and personal with CisionPoint's robust functionality so they're ready to work right after graduation. CisionPoint gives students and PR pros alike everything they need to:

- Get in-depth information on more than one million media contacts.
- Understand how to pitch effectively so news is more likely to be picked up.
- Create distribution lists by contact preference.
- Understand the influence of social media.
- Find and target the real influencers in any industry.

- Monitor coverage of any topic to know who's talking about what and what's being said.
- Analyze how a campaign stacks up against the competition.
- Gauge return on investment and create reports.
- Obtain CisionPoint student accreditation upon completion of the course.

It's all here. And it's all free.

Just sign up for the CisionPoint curriculum today and give your students the life lessons they'll need in the real world.

Don't let your students get left behind when they enter the job market. Give them the kind of real-world, hands-on experience employers value. Give them the CisionPoint curriculum. Call **866.639.5087** or visit cision.com/university-program today for more details.

CisionPoint Student Accreditation

CisionPoint student accreditation proves to employers that students have a comprehensive knowledge of CisionPoint and are ready to use it in the workplace. Upon successful completion of the following course requirements, students may apply for accreditation and receive a certificate:

Introductory Webinar

A 20-minute live webinar that helps students understand program objectives and expectations.

Training Webinars

A series of five live training webinars on the key functionality within CisionPoint. Each session is approximately 40 minutes long.

Self-paced Videos

Following the live training, students must view three complete videos on advanced CisionPoint functionality.

Live Q&A Sessions

Students must attend at least one live online question-and-answer session during the program.

Log CisionPoint Hours

A total of 12 hours using CisionPoint is required by the end of the semester.

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**364 other colleges and universities
are deciding if their PR students
need the CisionPoint curriculum.**

Will you make the educated choice?

Learn more by contacting us at **866.639.5087**
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Alabama Christian University Alabama State University Amarillo College American University Andrews University Appalachian State University Arizona State University Arkansas State University Ashford University Auburn University Avila University Baldwin-Wallace College Belmont University Benedictine University Berry College Boston University Bowie State University Bowling Green State University Bradley University Brigham Young University British Columbia Institute of Technology Buffalo State College State University of New York California State University East Bay California State University Fresno California State University Fullerton California State University Long Beach Capital University Cardinal Stritch University Carlow University Carrol College Carroll College Carroll University Castleton State College Cayuga County Community College Cedarville University Centenary College of Louisiana Central Michigan University Central Washington University Champlain College Chapman University Christian Brothers University Clarke College Clemson University Cleveland State University Coastal Bend College Coe College College of the Ozarks Colorado State University Columbia College Columbia College Chicago Community College of Beaver County Community College of the Air Force Concordia College Concordia University Cosumnes River College Crowder College Curry College Dalhousie University Delaware County Community College Delaware State University Delgado Community College Drake University Drexel University Drury University East Central University Eastern Kentucky University Eastern Michigan University Emerson College Ferris State University Flagler College Florida Agricultural and Mechanical University Florida Southern College Folsom Lake College Fort Hays State University Franklin University Freed-Hardeman University Friends University Gadsden State Community College Georgia Southern University Glendale Community College Golden West College Gonzaga University Goshen College Grand Canyon University Greenville College Hampton University Hannibal-LaGrange College Hardin-Simmons University Harding University Hastings College Hawai'i Pacific University Heidelberg University Howard Payne University Huntington University Illinois Institute of Technology Illinois State University Indiana University Bloomington Indiana University Kokomo Inter American University of Puerto Rico Ponce Campus Iowa Lakes Community College Ithaca College John Brown University Johnson & Wales University Johnson & Wales University - Charlotte Campus Kellogg Community College Kent State University Keystone College La Salle University Lambuth University Lansing Community College Lehigh University Lehman College of the City University of New York Lewis University Liberty University Lindenwood University Lipscomb University Long Island University C.W. Post Campus Loras College Los Angeles City College Loyola University Chicago Madonna University Malone University Mansfield University of Pennsylvania Marietta College Marist College Marquette University Mary Baldwin College Marywood University McKendree University McMaster University McPherson College Mercer University Mercy College Mercyhurst College Metropolitan State College of Denver Metropolitan State College of Denver Miami University MidAmerica Nazarene University Middle Tennessee State University Milwaukee School of Engineering Minnesota State University Mankato Minnesota State University Moorhead Mississippi College Monmouth College Montana State University-Billings Mount Mary College Mount Saint Vincent University Mount Murray State University New School of Communications North Carolina State University North Dakota State University Northern Arizona University Northern Michigan University Northwest Missouri State University Northwestern University Notre Dame de Namur University Ohio Northern University Ohio University-Zanesville Oklahoma Christian University Oklahoma City University Old Dominion University Otterbein College Pacific Union College Paine College Penn State Abington Penn State Altoona Penn State Beaver Penn State Berks Penn State Brandywine Penn State DuBois Penn State Erie The Behrend College Penn State Fayette The Eberly Campus Penn State Greater Allegheny Penn State Hazleton Penn State Lehigh Valley Penn State Mont Alto Penn State New Kensington Penn State Shenango Penn State University Park Penn State Wilkes-Barre Penn State Worthington Scranton Penn State York Pepperdine University Pepperdine University Pfeiffer University Pittsburg State University Point Park University Pontifical Catholic University of Puerto Rico Pontifical Catholic University of Puerto Rico-Ponce Purdue University Purdue University Valmet Queensborough Community College of the City University of New York Quinnipiac University Regis College Rider University Rochester Institute of Technology Roosevelt University Rowan University Royal Roads University Saint Francis University Saint Joseph's College of Maine Saint Mary's College of California Saint Mary's University of Minnesota Salem State College San Diego State University San Jose City College San Jose State University Seattle University Shorter College Siena Heights University Simmons College Southern Adventist University Southern Methodist University Southern New Hampshire University Spring Arbor University Spring Hill College Springfield College St. Ambrose University St. Cloud State University St. John Fisher College St. John's University St. John's University-New York State University of New York at Oswego State University of New York at Plattsburgh State University of New York Institute of Technology Stephens College Sterling College Suffolk University Suffolk University Susquehanna University Syracuse University Syracuse University Tabor College Temple University Temple University Texas A & M University Texas State University-San Marcos Texas Tech University The College at Brockport State University of New York The College of St. Scholastica The Evergreen State College The Master's College and Seminary The University of Akron The University of Alabama The University of Findlay The University of Tampa The University of Texas at Arlington The University of Texas at Austin The University of the Arts Thompson Rivers University Tiffin University Trevecca Nazarene University Tulane University Union College Union University University of Central Arkansas University of Central Arkansas University of Central Missouri University of Central Missouri University of Central Oklahoma University of Dayton University of Delaware University of Evansville University of Florida University of Georgia University of Houston University of Idaho University of Illinois at Urbana-Champaign University of Louisiana at Lafayette University of Mary University of Miami University of New Mexico-Taos University of Northern Iowa University of Oregon University of Pittsburgh at Bradford University of Puerto Rico Río Piedras University of Regina University of Rio Grande University of South Carolina University of Southern California University of Southern Indiana University of Toronto University of Vermont University of Vermont University of Wisconsin-Green Bay University of Wisconsin-Madison University of Wisconsin-River Falls Ursuline College Utica College Valparaiso University Vincennes University Virginia State University Walla Walla University Wartburg College Washington State University

About CisionPoint for Colleges and Universities

Cision goes to school to give students the opportunity to learn PR from a real-world perspective. We give colleges and universities across the country access to CisionPoint, the award-winning, on-demand media management system where students can get detailed information on virtually all print, broadcast and Internet outlets in North America. Giving the PR professionals of tomorrow an edge today is what this program has been about since 1985.

About Cision

Cision (www.cision.com) is the world's leading provider of software, services and tools for the media and public relations industry. For more than 100 years, Cision has been at the forefront of creating connections between members of the media and communications professionals — and this history of innovation drives the company to this day. PR professionals around the globe — from freelancers to the Fortune 500 — manage every aspect of their public relations activities with Cision. Members of the media rely on Cision for resources that make them more connected, informed and effective. Cision's services are powered by CisionPoint, the CODIE award-winning on-demand software solution. Cision has offices in 13 countries throughout Europe, North America and Asia, and partners in 125 countries. Cision's stock is traded publically on the Nordic Exchange.



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