



APR Programme Schedule 2022

Friday 25 March	Applications close
Friday 22 April	Confirmed enrolment of candidates
Dates & Locations TBC	<p>PR Strategy and Evaluation Course - OPTIONAL This course covers the fundamentals of PR strategy, planning, research, measurement and evaluation. Attendance is not mandatory, but is highly recommended for your APR coursework. NOTE: Current APR candidates receive a 30% discount on this course and all other PRINZ CPD courses.</p>
Thursday 12 May (TBC) 9.30am - 10.30am	Initial briefing – Online via Zoom
Friday 17 and Saturday 18 June (TBC) 8.30am - 4pm	<p>Body of Knowledge Seminar - AUCKLAND Two days of learning and workshop sessions led by senior professionals.</p>
Monday 4 July at 5pm	<p>Assignment 1 due (10%) Discussion paper on professional public relations practice, 2000-2500 words</p>
Monday 1 August at 5pm	<p>Assignment 2 due (10%) Case study on a strategic public relations programme, 2000-3000 words</p>
Monday 5 September at 5pm	<p>Assignment 3 due (20%) Report on improving the effectiveness of the public relations function, 2000-3000 words</p>
Friday 9 September (TBC) 9am-11am	<p>Exam workshop – Online via Zoom Workshop led by APR chief examiner, covering a review of submitted assignments and guidance for the major work example, written exam and viva voce.</p>
Friday 14 October (TBC) 9am-10am	Exam workshop for final exam questions and preparation – Online via Zoom
Thursday 20 October (TBC) 9am-12.30pm	<p>Written exam (25%) Locations to be advised</p>
Thursday 20 October (TBC) (afternoon)	<p>Viva voce oral exam (35%) Locations and panel times to be advised</p>
Friday 2 December	Candidates advised of final results
2023 PRINZ Awards Gala Dinner	Graduation