

APR Programme Schedule 2023



Monday 27 March	Applications close
Tuesday 11 April	Confirmed enrolment of candidates
Monday 17- Tuesday 20 April	PR Strategy and Evaluation Course – OPTIONAL This course covers the fundamentals of PR strategy, planning, research, measurement and evaluation over four mornings. Attendance is not mandatory, but is highly recommended for your APR coursework . Note: Current APR candidates receive a 40% discount on this course.
Thursday 11 May (TBC) 12:00pm – 1:00pm	Initial briefing – Online via Zoom
Friday 16 and Saturday 17 June (Venue TBC) 8.30am - 4pm	Capabilities Seminar - AUCKLAND Two days of learning and workshop sessions led by senior professionals. Included in the APR fee, travel and accommodation not included.
Monday 10 July	Assignment 1 due (10%) Discussion paper on professional public relations practice, 2000-2500 words
Monday 14 August	Assignment 2 due (10%) Case study on a strategic public relations programme, 2000-3000 words
Monday 25 September	Assignment 3 due (20%) Report on improving the effectiveness of the public relations function, 2000-3000 words
Monday 16 October	Exam workshop for final exam questions and preparation – 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.
Monday 30 October (TBC) 9am-12.30pm	Written exam (25%) Locations to be advised
Monday 30 October (TBC) (afternoon)	Viva voce oral exam (35%) Locations and panel times to be advised. Minimal travel required dependent on candidates' locations.
Friday 1 December	Candidates advised of results
2024 PRINZ Awards Gala Dinner	Graduation