

# APR Programme Schedule 2024



<b>Monday 18<sup>th</sup> March</b>	Application close
<b>Tuesday 2<sup>nd</sup> April</b>	Confirmed enrolment of candidates
<b>Monday 15<sup>th</sup> – Thursday 18<sup>th</sup> April</b>	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 <b>is highly recommended for your APR coursework</b> . Note: Current APR candidates receive a 40% discount on this course.
<b>Thursday 9<sup>th</sup> May 12.00pm – 1.00pm</b>	Initial briefing – Online via Zoom
<b>Friday 14<sup>th</sup> and Saturday 15<sup>th</sup> June (Venue TBC) 8.30am – 4.00pm</b>	Capabilities Seminar – AUCKLAND Two days of learning and workshop sessions led by senior professionals. Included in the APR fee, travel and accommodation not included.
<b>Monday 24<sup>th</sup> June – 12pm</b>	Conference Call for Assignment 1 preparation
<b>Monday 8<sup>th</sup> July – 11.59pm</b>	Assignment 1 due (10%) Discussion paper on professional public relations practice, 2000-2500 words.
<b>Monday 29<sup>th</sup> July – 12pm</b>	Conference Call for Assignment 2 preparation
<b>Monday 12<sup>th</sup> August – 11.59pm</b>	Assignment 2 due (10%) Case study on a strategic public relations programme, 2000-3000 words.
<b>Monday 9<sup>th</sup> September – 12pm</b>	Conference call for Assignment 3 preparation
<b>Monday 23<sup>rd</sup> September – 11.59pm</b>	Assignment 3 due (20%) Report on improving the effectiveness of the public relations function, 2000-3000 words.
<b>Monday 14<sup>th</sup> October</b>	Exam workshop for final exam questions and preparation – Online via Zoom. Workshop led by APR examiner, covering a review of submitted assignments and guidance for the major work example, written exam and viva voce.

<b>Monday 28<sup>th</sup> October (TBC)</b> <b>9am – 12.30om</b>	Written exam (25%) Location to be advised
<b>Monday 28<sup>th</sup> October (TBC)</b> <b>(afternoon)</b>	Viva voce oral exam (35%) Locations and panel times to be advised. Minimal travel required dependent on candidates' locations.
<b>Friday 6<sup>th</sup> December</b>	Candidate advised of results
<b>2025 PRINZ Awards Gala</b> <b>Dinner</b>	Graduation