

APR Programme Schedule 2024



Monday 18th March	Application close
Tuesday 2nd April	Confirmed enrolment of candidates
Monday 15th – Thursday 18th 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.
Tuesday 30th April 10.00am - 11.00am	Initial briefing – Online via Zoom
Friday 14th and Saturday 15th June (Venue TBC) 8.30am – 4.00pm	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 24th June – 12pm	Conference Call for Assignment 1 preparation
Monday 8th July – 11.59pm	Assignment 1 due (10%) Discussion paper on professional public relations practice, 2000-2500 words.
Monday 29th July – 12pm	Conference Call for Assignment 2 preparation
Monday 12th August – 11.59pm	Assignment 2 due (10%) Case study on a strategic public relations programme, 2000-3000 words.
Monday 9th September – 12pm	Conference call for Assignment 3 preparation
Monday 23rd September – 11.59pm	Assignment 3 due (20%) Report on improving the effectiveness of the public relations function, 2000-3000 words.
Monday 14th October	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.

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