

APR Programme Schedule 2025



Monday 17 March	Applications close
Week commencing 31 March	Confirmed enrolment of candidates
Monday 12 May – Thursday 15 May	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.
TBC	Initial briefing – Online via Zoom
Monday 9 June - 12pm	Conference Call for Assignment 1 preparation
Friday 13 and Saturday 14 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.
Friday 4 July – 11:59pm	Assignment 1 due (10%) Discussion paper on professional public relations practice, 1500 words
Monday 7 July - 12pm	Conference Call for Assignment 2 preparation
Friday 8 August – 11:59pm	Assignment 2 due (10%) Case study on a strategic public relations programme, 1500 words
Monday 11 August - 12pm	Conference call for Assignment 3 preparation
Friday 19 September – 11:59pm	Assignment 3 due (20%) Report on improving the effectiveness of the public relations function, 2000 words
Monday 6 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.
Wednesday 29 October (TBC) 9am-12.30pm	Written exam (25%) Locations to be advised
Wednesday 29 October (TBC) (afternoon)	Viva voce oral exam (35%) Locations and panel times to be advised. Minimal travel required dependent on candidates' locations.
Friday 5 December	Candidates advised of results
2026 PRINZ Awards Gala Dinner	Graduation