The Public Relations Knowledge (PRK®) exam is the ideal credential for a public relations professional wishing to demonstrate entry-level workplace readiness.

If you are starting out in public relations, you can kick-start your career by undertaking this exam to provide evidence of your competencies to potential employers.

The PRK® exam is the first step on a successful path of lifetime professional development.

Accredited in Public Relations (APR®) is the mid-career level designation valued by senior public relations practitioners.

The APR® identifies practitioners who have depth of experience, strategic skills and senior-level competence in the professional practice of public relations.

The APR® is the next step in professional development for public relations professionals with at least five years' full-time experience.

The College of Fellows recognizes CPRS members who are proven leaders in public relations and communications and who have made exceptional contributions to the profession and their communities.

Becoming a Fellow of the Canadian Public Relations Society (FCPRS) is the culmination of a lifetime of professional development and ethical practice.