

COMMITTED TO LIFELONG LEARNING



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.

