

# IPR Professional **Accreditation Programme**

Career advancement | Skills upgrade | Professional recognition

## **EXEMPTIONS**

## **EXEMPTION APPLICATIONS**

Candidates can apply for Exemption if they can meet the requirements below

### **LEVEL III**

A prospective candidate for exemption from LEVEL III refresher course and examinations must possess the following:

1. A masters or higher degree in Public Relations or related field such as Journalism or Communication studies with not less than ten (10) years working experience in Public Relations, five (5) of which must be at a Senior Management level to be admitted as an Accredited Member.

A successful Level III exemption applicant under the Exempted Category of assessment for admission into the Accredited Public Relations Professional membership category, would be required to submit a written case study.

Case study topic would be decided by an assessment panel. Case study topics are based on a program/campaign or PR work/ in any area of candidate's PR experience.

Candidate would be interviewed by a panel of examiners on their total PR experience after the case study presentation.

The required PR case studies presentations should illustrate the experiences of the candidate/PR professional on aspects of PR work undertaken.

In presenting their case study, candidates should follow these steps:

- A statement of the Issue/problem/challenge that the practitioner faced/tackled, indicating the data on which the problem was identified;
- The objectives that the practitioner set to overcome the challenge, ensuring that such objectives are S-M-A-R-T;
- The Strategies and Tactics adopted in meeting the Objectives (i.e. in designing and executing the program/project, including budgeting and scheduling);
- Evaluation of the program/project and the Lessons learnt. Your word presentation should not be more than 10 (ten) pages typed double-spaced in 12-point. Your PowerPoint presentation should be sufficient for you to present within no more than 15-minutes.

An EXEMPTION application should be submitted with Curriculum Vitae indicating educational institutions attended, courses / seminars attended, certificates and years obtained, employment history and post examination working experience in Public Relations or related field for non-members. Applicants would also have to submit two references one of which must come from a senior management level PR/Communications practitioner.

DEADLINE FOR SUBMISSION OF EXEMPTION APPLICATIONS IS THURSDAY 25<sup>th</sup> JANUARY 2024

## **LEVEL II**

A prospective candidate for exemption from LEVEL II examinations must possess the following:

2. A post-graduate qualification in Public Relations or related field such as Journalism and Communications Studies with not less than seven (7) years middle level management PR/Comms. practice experience to be exempted from level II refresher course and examination. A successful Level II exemption applicant would undergo the Level III refresher course and examinations.

An EXEMPTION application letter must be submitted with alongside a Curriculum Vitae indicating educational institutions attended, courses / seminars attended, certificates and years obtained, employment history and post examination working experience in Public Relations or related field for non-members. Applicants would also have to submit two references one of which must come from a senior management level PR/Communications practitioner.

DEADLINE FOR SUBMISSION OF EXEMPTION APPLICATIONS IS THURSDAY 25<sup>th</sup> JANUARY 2024

## **LEVEL I**

A prospective candidate for exemption from LEVEL I refresher course and examinations must possess the following:

2. A post-graduate qualification in Public Relations or related field such as Journalism and Communications Studies with not less than five (5) years PR/Comms. practice experience to be exempted from level I refresher course and examination. A successful Level I exemption applicant would undergo the Level II refresher course and examinations.

An EXEMPTION application letter must be submitted alongside a Curriculum Vitae indicating educational institutions attended, courses / seminars attended, certificates and years obtained, employment history and post examination working experience in Public Relations or related field for non-members. Applicants would also have to submit two references one of which must come from a senior management level PR/Communications practitioner.

## **EXEMPTIONS FEES –**

**FROM (AFFILIATE) TO LEVEL III (ACCREDITED)**

**Ghc 5800.00 MEMBERS, Ghc 6,800.00 NON MEMBERS**

**FROM (AFFILIATE) TO LEVEL II (INTERMEDIATE)**

**Ghc 4,500.00 MEMBERS, Ghc 5,500.00 NON MEMBERS**

**FROM ASSOCIATE TO ACCREDITED (INCLUDES CANDIDATES REQUESTING A SHORTENING OF 3 YEARS WAIT)**

**Ghc 5,000.00 MEMBERS, Ghc 6,000.00 NON MEMBERS**