

Developing the Public Relations Campaign



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Developing the Public Relations Campaign: A Team-Based Approach takes a simple, easy-to-follow approach that develops a public relations campaign in a service-learning environment. This text is designed around a team project approach rather than a traditional lecture/note-taking model of learning. Developing the Public Relations Campaign introduces a three-step process-the PIE chart-that accurately describes the campaign development process used in the real world. A practical approach, with exercises and case studies in every chapter, guides readers through the development of their own public relations campaigns.

作者介绍:

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