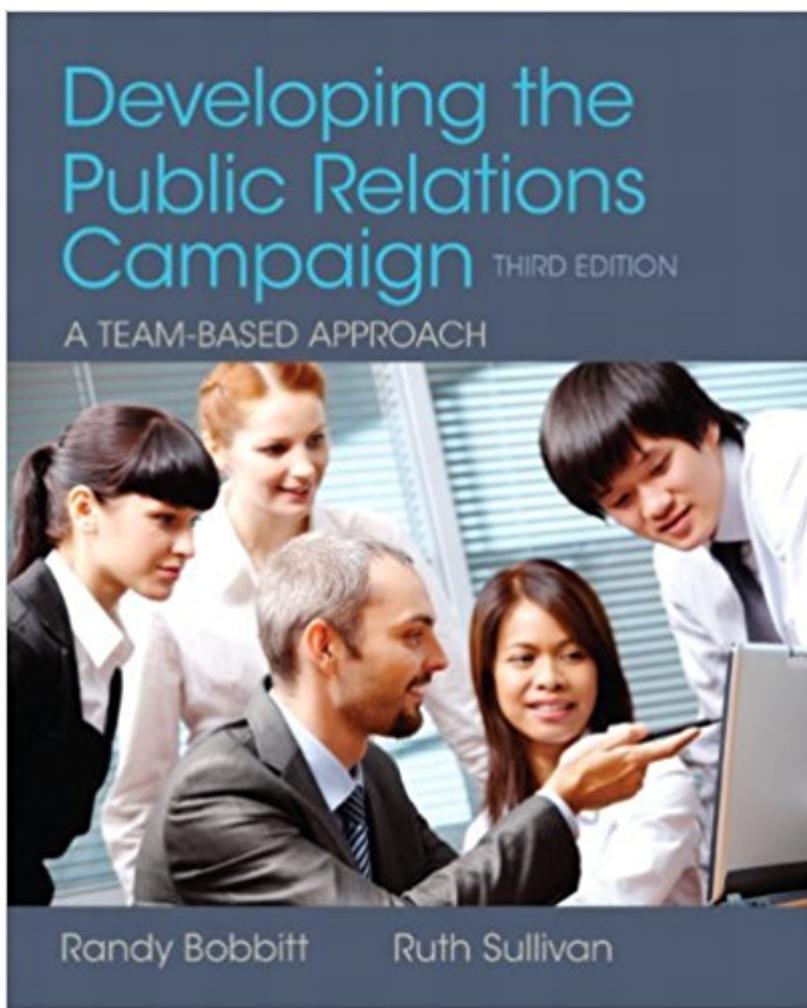The book was found

Developing The Public Relations Campaign (3rd Edition)

Synopsis

A practical, easy-to-follow approach to public relations Â Written for students taking advanced courses in public relations, the book takes a team project approach to learning about the field. The book introduces a three-step processâ "the PIE chartâ "that more accurately reflects the campaign development process used in the real world.Â Exercises and case studies in every chapter guide students through the development of their own public relations campaigns. Â This text is available in a variety of formats â " print and digital. Check your favorite digital provider for your eText, including CourseSmart, Kindle, Nook, and more. To learn more about our programs, pricing options and customization, click the Choices tab. Â Learning Goals Upon completing this book, readers will be able to:Â Â Develop their own public relations campaigns Apply public relations skills to the real world Understand how to apply communication theories to public relations

Book Information

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