



Developing the Public Relations Campaign (3rd Edition)

Randy Bobbitt, Ruth Sullivan

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Developing the Public Relations Campaign (3rd Edition) Randy Bobbitt, Ruth Sullivan
A practical, easy-to-follow approach to public relations

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 process—the PIE chart—that more accurately reflects the campaign development process used in the real world. Exercises and case studies in every chapter guide students through the development of their own public relations campaigns.

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Learning Goals

Upon completing this book, readers will be able to:

- Develop their own public relations campaigns
- Apply public relations skills to the real world
- Understand how to apply communication theories to public relations

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