

Связи с общественностью в международной деловой сфере (аннотация)
Corporate International Public Relations (course description)

The course objective is to combine practical knowledge of public relations study with social theory and understanding of cultural differences that affect the practice of international public relations. More specifically, this course aims to achieve the following objectives:

- to build an awareness of pragmatic challenges and issues that students will face in their international public relations careers;
- to familiarize the student with public relations theory, cases, problems, and solutions;
- to provide the student with a set of instruments for researching nations and cultures from the perspective of running a public relations campaign;
- to make the student think critically in recommending to multinational corporations on strategic planning of an international public relations campaign.