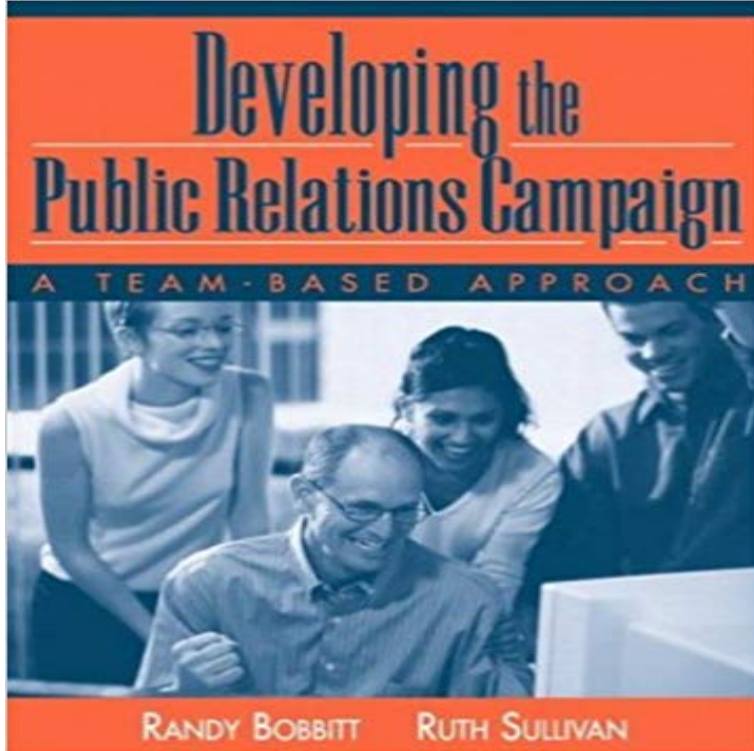


Developing the Public Relations Campaign: A Team-Based Approach



Developing the Public Relations Campaign takes a simple, easy-to-follow approach that helps students develop a public relations campaign in a service-learning environment. This text is designed for courses that use a team project approach rather than a traditional lecture/note-taking model. It introduces a three-step process the PIE chart that more accurately describes the campaign development process used in the real world than the traditional RACE formula. Its practical approach, with exercises and case studies in every chapter, will guide students through the development of their own public relations campaigns.

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