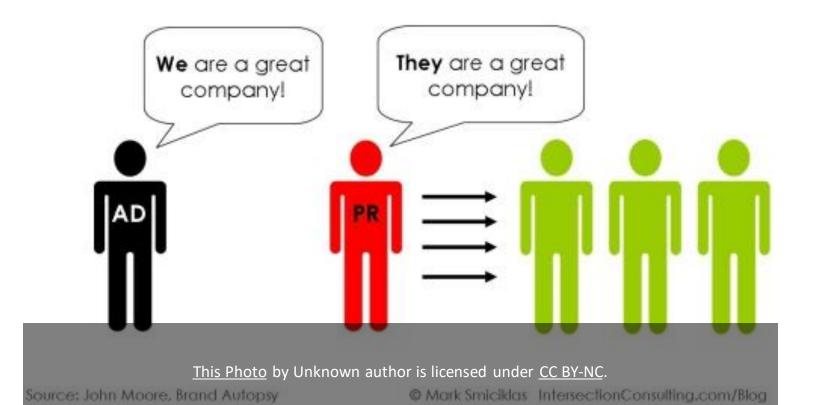


## Creating PR Campaigns

By Miss Yalina Keith

## Advertising vs. Public Relations

The art of persuasion lives through successful PR campaigns.





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## Case Study

**BRAND: DOVE** 

## GROUP ASSIGNMENT

- Select a company/brand and identify their PR Campaigns
- You are required to do research as a team and delegate work among each other
- You will need to do presentation for the next class.