



Syllabus of Module

7. PR Strategy and Current Trends

Lecturer: Mgr. Jiří Kocich, MBA

Module Annotation

The module presents an overall view of the strategic concept and at the same time elaborates its individual phases in detail. It focuses primarily on the most common analytical approaches, and then details approaches to goals and target groups that are the basis for a successful strategic plan. The module also mentions the different tactical tools to be used in a comprehensive communication plan. It also focuses on the general level of evaluation both on the input and implementation side and on the output side, which the module sees as a basic level for the further development and updating of strategic plans.

Module Objective

Attention is paid to the issue of PR as one of the forms of commercial and marketing communications. The aim of the module is to introduce the participants to the various stages of the development of a strategic public relations concept. To demonstrate the theoretical perspectives and practical procedures that lead to the development of a comprehensive long-term communication concept.

Literature

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