

### **Case 3. PR service: structure and functions**

PR units in commercial structures can be single-level or multi-level. Thus, the positions of sociologist, psychologist, media relations manager, and advertising manager are highlighted.

In the PR department of the oil company Lukoil, there was an additional gradation into departments. For example, the first department was responsible for the formation and implementation of the company's advertising policy. The second department dealt with exhibitions, performing two tasks: to show the latest technologies that the company has and sells, and to draw ideas and experiences from others. The third carried out contacts with government agencies and public organizations.

Questions and tasks:

1. What tasks does the PR service solve at an enterprise?
2. What specialists perform the functions of the PR service at the enterprise? (if there is no department)
3. Propose a model of a PR service in a commercial structure (list of positions and departments, their functions).