

Case 2. PR service: structure and functions

Let's look at the structure of the PR agency "International Press Club". There is a central office (World Trade Center in Moscow) and branches (All-Russian Exhibition Center, Central House of Journalists), which rely in their work on three departments: creative, commercial and organizational. In addition to this, there is an information agency, an accounting and auditing department, a computer support group, a group of consultants and a group for the production of special publications. It is typical that the functions of departments, groups and specialists overlap each other, which makes it possible to ensure mobility, interchangeability and full-fledged activities of the company with full-time employees, usually not exceeding 20 people.

Questions and tasks:

1. Show the advantages of a specialized PR firm over the PR departments of an enterprise.
2. What problems does a specialized PR firm solve for its clients?
3. Suggest the organizational structure and name of a specialized PR firm in our city.