

Case 4. Managing PR activities

The structure of the PR agency "International Press Club" includes a central office (news agency, accounting and auditing division, a group of consultants and a group for the production of special publications) and branches, which have three departments: creative, commercial and organizational, the number of employees does not exceed 20 people.

Questions:

1. Propose a scheme for the organizational structure of a PR agency
2. Indicate development opportunities without increasing headcount.