



Public Relations Campaigns and Portfolio Building

By Gemma Puglisi

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The first guide of its kind, *Public Relations Campaigns and Portfolio Building* outlines, for students and professionals alike, the building blocks of creating a professional PR portfolio and designing a successful PR campaign.

Through examples and case studies, this text brings students through the step-by-step process of successful PR practices. Readers will see the lasting impact a campaign can have on a nonprofit, business, or the community while simultaneously learning how to quantify their results to demonstrate their progress and success to the client. Written by an industry insider, this text gives students tips for communicating effectively with clients, timelines for maintaining progress and various outlets to utilize as they promote their cause.

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