



Self-Presentation



by Sima Musatova



My name is Sima Musatova

I'm professor's assistant of the PR Department at the
State University of Management
5 years of Teaching Experience

I'm self employed PR specialist
I prefer to work with projects in such areas as Life
Style, Restaurants, Beauty
10 years of PR Experience





What is PR ?

Public Relations



What my **friends** thinks I do



What my **parents** thinks I do



What **society** thinks I do



What **the media** thinks I do



What **I** thinks I do



What **I actually** do

How easy or difficult is it to **succeed** in PR?



Qualities You

- to be **social** — to be **outgoing** — to have your **finger on the pulse**
- loving and having **vibrant social life** — to be **innovative thinker**
- not to be afraid to **connect with new people** — to be **organized**

What I can add to the list of **Qualities for PR specialist**:

openminded / **hardworking** / **creative** / **stress-resistant**

Responsibilities of PR specialist

- Write and distribute press releases
- Speech writing
- Write pitches (less formal than press releases) about a firm and send them directly to journalists
- Get in touch with editors and influencers
- Create and execute special events designed for public outreach and media relations
- Expansion of business contacts via personal networking or attendance and sponsoring at events
- Writing and blogging for the web (internal or external sites)
- Crisis public relations strategies
- Social media promotions and responses to negative opinions online

PR people create narratives to advance their agenda

PR can be used to protect, enhance or build **reputations** through the media, social media, or self-produced **communications**.

Where should one **study** to get well-qualified for the job?



Study at the University and get degree
It takes 4 years



Take PR courses without getting the degree
It could be short 1 week – 1 month
or long about few month

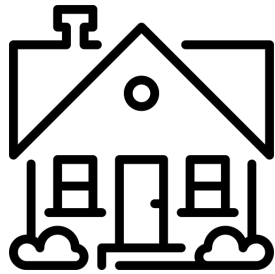


Advantages of **studying** at **university**

connections  internships  researches  apply for a grant
future partners / mentors  professional feedback
take part in student exchange programs



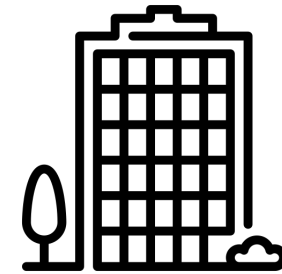
How much can **one** earn?



in-house



freelance



agency

Who shouldn't be striving for your job and why?

introverts / don't like people

passive live style / irresponsible