**Public Relations** 

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- 1. Key concepts of Public Relations
- 2. Public Relations steps
- 3. PR in Business and in government
- 4. Functions of PR
- 5. Reactive and proactive PR
- 6. The evolution of PR
- 7. The beginnings of PR
- 8. The age of Print
- 9. The age of Mass media
- 10. The Age of Digital
- 11. Ivy Lee and Edward Bernays
- 12. The Age of Digital and social media
- 13. Grunig and Hunt four models of PR
- 14. Communication, types of Communication
- 15. Formal and informal communication
- 16. External and internal communication
- 17. Elements of communication
- 18. Verbal communication
- 19. Non-verbal communication
- 20. Written communication
- 21. Communication Strategy
- 22. Importance of communication strategy
- 23. Communication Strategy Step by Step
- 24. SWOT Analysis
- 25. SMART goals
- 26. PR and advertisement, propaganda, marketing
- 27. Similarities between PR and Propaganda

- 28. Differences between PR and Propaganda
- 29. Similarities and differences between Advertising and PR
- 30. Similarities and differences between Marketing and PR
- 31. Propaganda and social media
- 32. Propaganda and fake news
- 33. Methods and forms of PR
- 34. Public Relations Tactics
- 35. PR types
- 36. Importance of press-release in PR
- 37. PR tactics work principles
- 38. Press releases and televisions as tactics of PR
- 39. Events and conferences as tactics of PR
- 40. Internal and external events in PR work
- 41. Public Relations specialist
- 42. Journalist and PR specialist
- 43. PR Professionals in Public and in Private Institutions
- 44. PR and media
- 45. Similarities between PR and Media
- 46. Differences between PR and media
- 47. PR and social media
- 48. Main social media channels in PR
- 49. The bridge the gap between social media and PR
- 50. The ways how Social media changed Public Relations
- 51. How to use social media for PR
- 52. Crisis situations, Crisis Communication Plan
- 53. Components of crisis communication Plan
- 54. Overcoming crisis situations
- 55. Possible results of crisis situation
- 56. Importance of the communication of crisis situations
- 57. Crisis situations stages

- 58. Stage before the crisis
- 59. First stage of crisis
- 60. Stabilizing stage of crisis
- 61. Solution stage of crisis
- 62. Preparation of crisis communication plan
- 63. Main communication principles of crisis situation
- 64. PR ethics and social responsibility
- 65. Ethics and Public Relations
- 66. PR and media ethics
- 67. Ethics problems and theories in public relations
- 68. Public Relations Ethics in the Age of New Media
- 69. Corporate Social Responsibility
- 70. Types of Corporate Social Responsibility
- 71. Corporate Social Responsibility elements
- 72. Visuality in PR
- 73. Photo in PR
- 74. Video content in PR
- 75. RACE model of PR
- 76. Visual Storytelling
- 77. PR in Azerbaijan
- 78. History of PR in Azerbaijan
- 79. Best Public Relations agencies in Azerbaijan
- 80. PR in government and in the business in Azerbaijan