

Public Relations considerations within University:  
Integrating Industry requirements with academic  
principles.

World congress, Action Learning Action Research 2010

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Overview

My research draws from both findings from both local and  
international research, and from qualitative research findings  
from Public Relations Academic Advisory Board proceedings.

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Defining PR

Public Relations

- the development and management of strategies using  
communications to build relationships with stakeholders or  
publics

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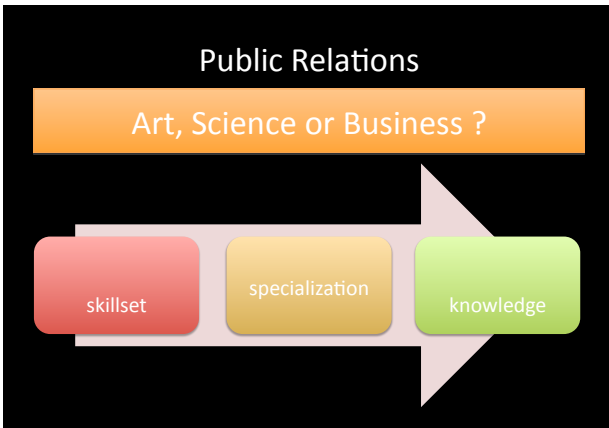
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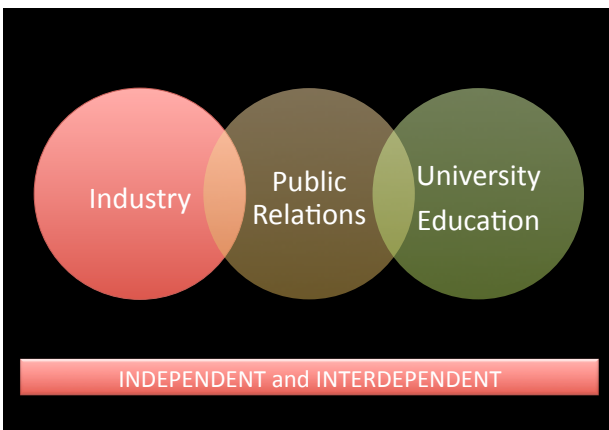
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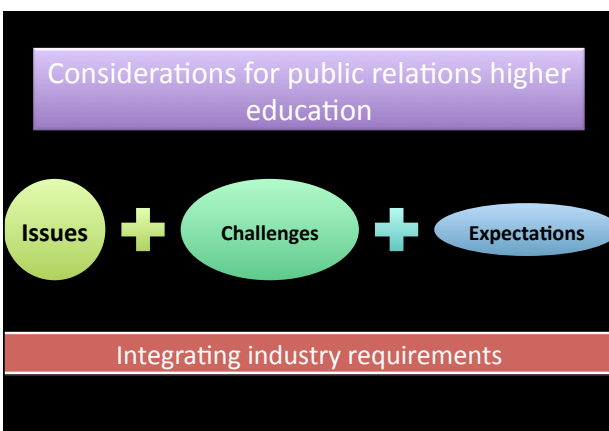
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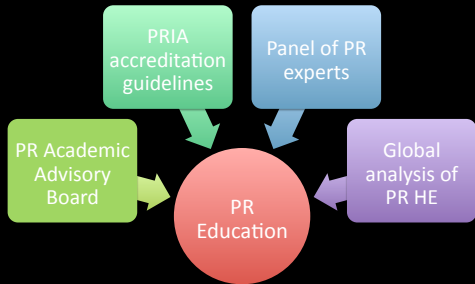
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My own case study: Developing the PR discipline within HE at Monash University



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Analysis of the data

Discussion of findings from local and international extant studies

Discussion of Industry Advisory Board perceptions for public relations higher education

Discussion on implementation with public relations curriculum

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