

THE DIFFERENCES BETWEEN PR AND ADVERTISING

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PLAN

Definition

Time

Main goal

Nature of work

Object

Customer

Conclusion

References

DEFINITION

Advertising - public information of the firm for potential buyers, consumers about goods and services, about their quality, advantages, advantages, as well as about the merits of the company itself.

Public Relations is the communicative activity of the company aimed at creating harmonious relations with the society, establishing and maintaining effective relations with useful audiences, studying public opinion and responding to it.

TIME

Advertising is a time-limited company for throwing information about a product or service into the public space



the PR mechanism is focused on building continuous relationships with different social groups



MAIN GOAL

Sales of goods and / or services



Creation and management of the image



NATURE OF WORK

Served discretely, intermittently



A continuous and systematic process



OBJECT

Product and / or service



Ideology, worldview, fashion,
style, brand, etc.



CUSTOMER

Subdivisions of the company



Management of a company, party, region



CONCLUSION

PR is a strategy, and advertising is a tactic of success

However, the categories "**advertising**" and "**PR**" unite the concept - "management of opinion".



REFERENCES

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