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ICB Marketing Management and Public Relations is one of six required subjects for our Foundation Level Office Administration programme. Both marketing and public relations are integral to effective brand building within a company. The key concepts of both marketing and public relations, are introduced in this subject.

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PUBLIC RELATIONS/ MARKETING ASSISTANT – ICB As part of the internal Marketing Team, the Public Relations Assistant will provide support for the growth of brand...

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Here are three differences between marketing and public relations. 1. Function. The two industries have different functions. The function of public relations is to build favorable relationships with the organization ' s key publics. Marketing is about promoting and selling products or services, including market research and advertising. 2. Target audiences

3 differences between marketing and public relations

Marketing and Public Relations course

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