

**COVENANT UNIVERSITY  
NIGERIA**

*TUTORIAL KIT  
OMEGA SEMESTER*

**PROGRAMME: MASS  
COMMUNICATION**

**COURSE: PRE 425**

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# **PRE425: PUBLIC RELATIONS CONSULTANCY**

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1. Discuss four factors to consider in selecting PR consultancy
2. Who is a PR consultant?
3. Discuss three differences between an internal PR staff and an external PR firm
4. Explain three merits of PR consultancy
5. Explain three demerits of PR consultancy
6. Why do organisations engage PR consultants?
7. Discuss the two operational structures employed in the PR industry?
8. Discuss two advantages of Internal PR department
9. How do PR consultants bill their clients?
10. How does PR consultancy get clients?