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Author

PIROZEK, Petr

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Pirozek ; Marie Heskova

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Abstract

The article opens with a short description of Czech higher education and an account of the emergence of private higher education. The latter first seized upon the possibility of public relations in order to carve out for itself a share of what has increasingly come to be understood as a higher education market. The role of Public Relations in promoting the Faculty of Management, a unit of the Economics University of Prague located at a distance from the main campus, in South Bohemia, is examined in detail. Much of the success of this new and detached campus is attributed to skillful public relations. All higher education institutions are encouraged to develop their public relations capacities. (HRK / Abstract übernommen)