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Abstract

The first university-based degree programme in public relations in the Russian Federation was organized at the St. Petersburg State Electrotechnical University. It is currently in the process of developing increased curriculum emphasis on integrated communications. To meet the requirements of the Twenty-First Century, public relations educators and practitioners must be prepared to teach and practice integrated communications. The primary mission of universities and colleges is the teaching of students, but there are other equally important tasks to be integrated into public relations education, such as the preparation of students for careers in a profession. Ongoing contact and involvement with professional practitioners and organizations is a vital for university programmes that prepare public relations specialists. (HRK / Abstract übernommen)