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**Title**

The public relations strategy of Alexander Herzen State Pedagogical University in St. Petersburg : the dialogue between the heritage and the present of a university

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**Abstract**

The author begins by outlining the history of Alexander Herzen State Pedagogical University in St. Petersburg, the oldest teacher training institution in the Russian Federation. Given its age (it was founded in 1797) and its location in the historical center of St. Petersburg, the university places its history and traditions at the center of its public relations activities. These activities are the responsibility of a Department of Marketing that has been operating for more than three years. Several public relations activities are outlined. Because the university is a national and public institution, its public relations strategy cannot be overly aggressive. (HRK / Abstract übernommen)