

Strategic Communication in Canada

Planning Effective PR Campaigns



Informed by decades of agency experience, Bernard Gauthier prepares aspiring public relations students to think strategically as they plan and create campaigns. *Strategic Communication in Canada* is structured around the two major phases of developing communication strategy. In the first half of the book, readers will be taken through the main phases of conducting a situation analysis – a prerequisite to developing strategy. In part two, readers will move from raw materials to finished, polished strategy. Readers will then use a planning model to help organize knowledge and draw conclusions.

This easy-to-follow text features ten chapters packed with practical advice and study tools such as learning objectives, key terms and concepts, and critical reflection questions. *Strategic Communication in Canada* is an essential, to-the-point read for students studying public relations and marketing communication; business strategy; and journalism and public affairs.

Author Information

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Bernard Gauthier is a Professor and Program Coordinator of the Bachelor of Public Relations program at Conestoga College, Doon Campus.

Reviews

"Using a gardening analogy, this textbook provides a clear and practical process for public relations using proven tools to build strategic communications plans and choose tactics with respect for audiences that maximize success."

—Karen Dalton, APR, FCPRS (H), Executive Director, Canadian Public Relations Society
"Strategy, public relations, and communications management lie at the core of Bernard Gauthier's new book about how organizations can use a strategic framework to build lasting, audience-centric campaigns and programs. Gauthier succinctly draws the critical connection between the role of strategic management and public relations/communications management goals and objectives... This is a must-read for both professionals and those entering the practice."

—Dr. Terence Flynn, Department of Communication Studies and Multimedia, McMaster University

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