

Press Release, Nr. 1/2009, English

Students develop global PR skills in unique project

University of Gloucestershire Public Relations students Lucy Piercey and Lauren Moss

Second year public relations students from the University of Gloucestershire are representing the UK in a unique project involving students from across the world.

The GlobCom project provides students from ten universities across the five continents the opportunity to develop their professional skills by working together on an international PR brief.

The team from the University of Gloucestershire is working in a virtual team with students from UK, USA, Australia, South Africa, United Arab Emirates (UAE), India, Germany, Italy Portugal, Russia and Spain on a live brief to develop Abu Dhabi as a global cultural centre. Each team works on the same public relations brief and has to submit a public relations strategy which will include research, media relations and planning for different audiences.

The students from the University of Gloucestershire communicate and collaborate with their contemporaries in chat rooms by e-mail and by internet phone. At the end of the module, students will meet at an academic conference in Abu Dhabi where the top teams will present their strategies.

Averill Gordon, Director of Studies and Course Leader in Public Relations at the University of Gloucestershire has a key role in the project co-ordinating the international teams. She is the recipient of a fellowship from the University's Centre for Active Learning to develop the potential of the project for active learning.

Averill, former managing director of Weber Shandwick's international healthcare division, said:

“PR is a global discipline and having run international campaigns myself I wanted to bring that global co-ordination to the students to prepare them for the fast-moving international workplace, where they will be of great value to a top-level employer.

“This style of learning is expected to integrate their discipline knowledge, and link theory to practice. Solving problems promotes deep learning and the project will give students ownership of the learning process, developing skills and knowledge transferable beyond the classroom setting.

“It brings together an understanding of different cultures, different academic approaches and different media into a combined frame of reference. They will be faced with how knowledge is changing and is affected by the interaction of ideology as well as industry and academic demands”

Gloucestershire student, Lauren Moss is delighted to be taking part:

“I am thrilled to have the opportunity to learn about Public Relations from the perspective of students around the world,” said Lauren.

“We are all really looking forward to the challenges we may face in this collaboration of cultures and time differences. It is a once in a lifetime experience to gain an insight into global PR that can't be learnt from a textbook.”

4th March 2009