

***Student-run PR Firms—From ground up!***

***Serve more than the clients.***

**B**uild—intended brand and culture

Students take control of collateral materials—affinity

**S**hortcomings—client reciprocity

Understand what is missing in other parts of curriculum and build them into the firm

Expectations of the client

**M**entorship—reduce load by allowing students to take reigns

Trainings, retreats

**A**wards, affiliation—strengthen the firm

Leverage the success

**R**evise—evaluation

Scholarship

**T**ogether—using all parts of the system

Alumni, the cycle