

PUBLIC RELATIONS MARKETING MANAGEMENT

Author: Associate professor JANA Aleksić, Ph.D.

Reviewers:

ALEKSANDRA Vidović, Ph. D. Faculty of Business Economics, Pan-European University Apeiron, Banja Luka MIRJANA Landika, Ph.D. Faculty of Business Economics, Pan-European University Apeiron, Banja Luka Assistant Professor VANJA Sredojević, Ph.D. Faculty of Business Economics, Pan-European University Apeiron, Banja Luka

Publisher:

Pan-European University "APEIRON", Banja Luka, First edition, 2023

Publishing manager: DARKO Uremović

Editor-in-chief: ALEKSANDRA Vidović, Ph.D.

Proof-reading: SONJA Stojičić Grujić

Translation: JELENA Milašinović

Technical editor: SRETKO Bojić

Cover design: Associate professor JANA Aleksić, Ph.D.

Printing: MARKOS design&print studio, Banja Luka

Print manager: IGOR Jakovljević

EDTION: Economics library – *Οἶκος νόμος* knj. 151

ISBN 978-99976-87-15-9

Based on Articles 241, 286. 287 of the Statute and the publication report of the Publishing Center Pan-European University "Apeiron", the Senate at its session held on May 26, 2023 adopts decision number: 1.3-420-4/23, which approves the publication of this textbook.