

Project Title : Organizing Public Relations and Events

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Degree : Bachelor of arts

Major : English Business Communication

Faculty : Liberal Arts

Semester / Academic year : 3/2017

Abstract

SHOPPLERN CO.,LTD , is a company that organizes public relations and events both inside and outside the venue. It's prepared to manage all marketing activities. The system is fast and new with technology. Including more creative ideas. All work is different and impresses the attendees. It can also increase sales to other brands as well.

We are trainees from Cooperative Education Project, assigned to work as public relations officers in SHOPPLERN CO.,LTD , under the topic of organize public relations and events of Foremost Omega 369 and Omega Glod at the "World Milk Day" The objective is to study the steps and methods of conducting public relations and organizing the events of the company.

From this cooperative education project internship, the organizers have gained new experience and knowledge in addition to studying in real life. Each work is different so and to know the difficulty of work.

Keywords : Public Relations / Events

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