

# The Role of Public Relations in the Development of Higher Educational Institution Strategy

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**Key words and phrases:** vision and mission of educational institution; corporate philosophy; public relations; strategy; educational institution; PR campaign.

**Abstract:** PR strategy in the system of higher educational institutions, i.e. mission, vision and corporate philosophy of university is studied.

Mission is determined as positioning of educational institution among its competitors, vision – as its prospects, corporate philosophy – as combination of values uniting the institution around mission and vision.

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