

Chapter 15
Public Relations, Marketing, and Customer Service
Table of Contents

15-1 Cleveland Marketing Plan

15-2 South Carolina Parks, Recreation and Tourism Marketing Plan

15-3 Kirkland WA Comment Card

15-4 Renton River Days Visitor Survey

15-5 Multi-Lingual Flyer

15-6 Tips for Multi-Lingual Residents

15-7 Manager of Marketing & Public Relations Job Description

15-8 Marketing Campaign Worksheet

15-9 Marketing Evaluation Worksheet

15-10 Target Marketing Efforts Example

15-11 Market Research Planning Form Example

15-12 CAPRA Agency Accreditation Standards

15-13 Case Studies

15-14 Resources