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

**Serve more than the clients.**

**Build**—intended brand and culture

  Students take control of collateral materials—affinity

**Shortcomings**—client reciprocity

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

  Expectations of the client

**Mentorship**—reduce load by allowing students to take reigns

  Trainings, retreats

**Awards, affiliation**—strengthen the firm

  Leverage the success

**Revise**—evaluation

  Scholarship

**Together**—using all parts of the system

  Alumni, the cycle