

## Press information

### **Public Relations for business students**

Verena Engenhardt from oha communication conducts guest lectures in Munich and Augsburg

**Stuttgart/Munich/Augsburg, May 18 2010 – Verena Engenhardt is a PR consultant at oha communication in Stuttgart. This past week she gave students a look into the practice of international public relations. As a guest docent she presented at the European University in Munich and the University of Augsburg. The goal of the event was to sensitize the junior managers to the growing meaning of communication and to present career perspectives.**

To win and maintain the attention and trust of clients, colleagues, politicians and the public is a core mission of companies. The control of this process is called Public Relations (PR). It's no easy task. The globalization and growing number of channels in which companies can communicate with their target groups, places high demands on the junior managers in the economy.

“To find appropriate communication platforms and effectively position messages is an exciting challenge,” explains Verena Engenhardt from the consultancy and agency for international public relations, oha communication, located in Stuttgart. “The goal of the presentation was to wake the interest of the students and to give them an idea which promising career opportunities are offered in communications.”

“Unfortunately, business related majors often only scratch the surface of public relations. However it's becoming even more important to communicate appropriately with target groups,” explains Sascha Liebhardt, dean of the European University in Munich. “We're delighted that Ms. Engenhardt granted us a look into the field. The students had an opportunity to familiarize themselves with the process of international PR and discuss with an expert.”

Verena Engenhardt studied Business Administration with an emphasis in International Marketing Management at the University of Augsburg. In 2008 she began her PR career as a trainee at oha communication. She then interned at an agency

in New York City for four months, and in January 2010 continued her position as a PR consultant in Stuttgart. She advises and supports clients with international communication along with online-PR and search engine optimization.



Photo caption: Verena Engenhardt from oha communication gave students at the European University in Munich and at the University of Augsburg a look into the practice of international PR. Source: European University Munich.

Link to photo in printable resolution: <http://www.oha-communication.com/ohas-news/301-oha-communication-international-pr-gastvortrag.html>

**oha communication** is a consultancy and agency for international public relations. The team supports companies in attracting the attention of selected target groups, in particular in the fields of design, technology and healthcare. The services include profile development, strategic and country-specific PR advisory as well as the coordination and implementation of PR activities. oha communication was founded in 2007 by Oliver Frederik Hahr and is headquartered in Stuttgart, Germany.

For more information about oha communication, visit [www.oha-communication.com](http://www.oha-communication.com).

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