**BA PR and Media Welcome Week Task**

Public Relations is about how organisations talk to people, about reputation, and about persuading people to think and act in certain ways.

Before our session on Tuesday, September 17, make a list of three to five decisions you have made recently, and try and work out why you decided to do what you did. What inspired the decisions? Who or what persuaded you to decide?

One decision you have all made is to come to BCU and study PR and Media.

How did you hear about the course? Why did you decide it was right for you? Did you turn to anyone else for advice? Who did you listen to?

You might have decided to try a new brand of make up. How did you hear about it? From a friend? On Instagram? From a celebrity you follow on social media?

Perhaps you are interested in going to see a soon to be released film? How did you hear about it? What made you think you might like it?

Perhaps you are thinking about a lifestyle change. Going vegan? What led to your decision? Who influenced you?

This is a harder exercise than you might think! Spend a little time on it and come prepared to discuss you ideas with your new colleagues.

Bring your notes to our PR and Media coffee morning and social at the Disney Café in Primark, 38 High Street, Birmingham, B4 7SL at 11.30 on Tuesday, September 17. You can also post your thoughts on our private PR and Media at BCU Facebook group, <https://www.facebook.com/groups/1428370620636250/>