

## **ABSTRACT**

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### **PUBLIC RELATIONS ACTIVITIES IN THE BRAND RELATIONS DIVISION OF TAYLOR FINE GOODS**

*Engage in public relations with the brand relations division while performing professional work on Taylor's Fine Goods (TFG), under the brand relations leader's supervision of any trade activities on the Taylor Fine Goods. The interns will be permitted to work and participate in the implementation of a collaboration with some brand, managing an event, corporate collaboration with a determined few influencers, and becoming a social media specialist such as content creator and content editor of the Taylor fine goods social media. For about three months, the interns of acquiring science will be primarily in devising a policy that will be applied to the activities of collaboration with some of the most well-known and influential watercourses, one event's management, and content creator.*

**Keywords** : *public relations, taylor fine goods, brand collaboration, event, influencer collaboration, content, social media specialist.*