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Agency to target Russian students



Chloe Markowicz 09-Jan-09
Manchester Business School has hired PR help to help it attract more Russian students.

Russian students: targeted by Manchester Business School

London-based marketing and communications agency Ascension Consulting has been hired to help build the business school's brand in Russia and strengthen its global reputation.

It will work on media relations, corporate partnerships, and event management.

Ascension Consulting has previously worked for Manchester Business School in Russia on a project basis and has organised a number of media tours to Moscow and St Petersburg.

The agency also promotes the school in the UK, Germany and Greece.

Russ Bryan, Ascension Consulting co-founder, will be heading the account.

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