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Abstract

The aim of this article is to demonstrate the key role of public relations in increasing the competitive advantages of higher education institutions. It identifies and describes the mechanism of the shift in interest from advertising to public relations that results from the increasing complexity of the environment of a private higher education institution. Moreover, the authors conduct an analysis of the main target groups of public relations activities, referring to the conceptual model of the "two markets" according to which a private higher education institution "sells" access to education to potential candidates and then "sells" its graduates on the labour market. The practical example of the marketing and public relations activities undertaken by the authors at the School of Banking in Poznan´ since 1994 are presented and elucidated. (HRK / Abstract übernommen)