Advertising Management and Public Relations Course
Fourth year, English Program
Week11, Lecture11

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Learning Objectives

1- Public Relations definition and functions.

2- The importance of Public Relations.

3- Public Relations Advantages

4- Major public relations tools.

5-How companies use public relations to communicate with their publics?

Public Relations

Public Relations (PR): Building good relations with the company's various publics by obtaining favorable publicity; building up a good corporate image; and handling or heading off unfavorable rumors, stories, and events.

Public Relations may include any or all of the following functions:

- ***Press relations or press agency:*** Creating and placing newsworthy information in the news media to attract attention to a person, product, or service.
- ***Product and brand publicity:*** Publicizing specific products and brands.
- ***Public affairs:*** Building and maintaining national or local community relationships.

Public Relations Functions (Cont.)

- ***Lobbying:*** Building and maintaining relationships with legislators and government officials to influence legislation and regulation.
- ***Investor relations:*** Maintaining relationships with shareholders and others in the financial community.
- ***Development:*** Working with donors or members of nonprofit organizations to gain financial or volunteer support.

The importance of Public Relations

- Public relations is used to ***promote products, people, places, ideas, activities, organizations, and even nations.***

- Companies use PR to ***build good relations with consumers, investors, the media, and their communities.***

- PR is often used ***to build support for newsworthy company events and actions.***

The Role and Impact of Public Relations (Cont.)

- Public relations has the ***power to engage consumers and make a brand part of their lives and conversations.***
- Public relations can have a ***strong impact at a much lower cost*** than advertising can.
- Interesting brand stories, events, videos, or other content can be picked up by different media or shared virally by consumers, ***giving it the same or even greater impact than advertising that would cost millions of dollars.***

Public Relations act as marketing stepchild

Despite its potential strengths, public relations is occasionally described as a ***marketing stepchild*** because of its sometimes limited and scattered use.

- The PR department is often ***located at corporate headquarters or handled by a third-party agency***.
- Its staff is so busy ***dealing with various publics—stockholders, employees, legislators, and the press—that PR programs to support product marketing objectives may be ignored***.

Public Relations act as marketing stepchild (Cont.)

- Marketing managers and PR practitioners ***do not always speak the same language.***

Whereas many PR practitioners see their jobs as simply communicating, ***marketing managers tend to be much more interested in how advertising and PR affect brand building, sales and profits, and customer engagement and relationships.***

Public Relations

- *Although public relations still captures only a* ***modest portion*** *of the overall marketing budgets of many firms.*
- *PR can be a powerful brand-building tool.*
- *PR is playing a bigger role in marketing content management.*

Public Relations Advantages

*More than any other department, **PR has always been responsible for creating relevant marketing content that draws consumers to a brand rather than pushing messages out.***

"Public Relations pros are an organization's master storytellers.

Storytelling and engagement are core PR strengths, and that plays well into the use of online, mobile, and social media.

Public Relations Advantages

"The rise of social media [is] moving public relations professionals from the backroom, crafting press releases and organizing events, to the forefront of brand development and customer engagement".

The point is that PR should work hand in hand with advertising within an integrated marketing communications program to help build customer engagement and relationships.

Major Public Relations Tools

One of the major tools is ***news.*** Public relations professionals find or create favorable news about the company and its products or people.

Another common PR tool is ***special events***, ranging from news conferences and speeches, brand tours, and sponsorships to multimedia presentations or educational programs designed to reach and interest target publics.

Public relations people also prepare ***written materials*** to reach and influence their target markets.

These materials include annual reports, brochures, articles, and company newsletters and magazines.

Major Public Relations Tools (Cont.)

- ***Audiovisual materials***, such as videos, are being used increasingly as communication tools.
- ***Corporate identity materials*** can also help create a corporate identity that the public immediately recognizes. Logos, stationery, brochures, signs, business forms, business cards, buildings, uniforms, and company cars and trucks all become marketing tools when they are attractive, distinctive, and memorable.
- Finally, companies can improve public goodwill by contributing money and time to ***public service activities***.

How companies use public relations to communicate with their publics?

Companies use PR to communicate with their publics by ***setting PR objectives, choosing PR messages and vehicles, implementing the PR plan, and evaluating PR results.***

To accomplish these goals, ***PR professionals use several tools, such as news and special events.***

They also prepare written, audiovisual, and corporate identity materials and contribute money and time to public service activities.

The internet has also become an increasingly important PR channel, as websites, blogs, and social media are providing interesting new ways to reach more people.

Thank you!