

MASTER OF BUSINESS ADMINISTRATION

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BY

DR. FAIYAZ HUSSAIN

VISITING FACULTY

Department of Management

MMHA&PU

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TOPIC- Public Relation

Public Relation consist number of programmes to protect company's image and its particular product image. Public relation is an important element in the promotion mix. In the era of globalization, the most of the multinational companies make concrete efforts to manage and maintain its relationships with its customers. Most of the multinational companies have its public relation department that makes all effort to monitor the attitude and perceptions of customers.

It is used to distribute and communicate all the necessary information to build up good reputation in the mind of the public. An efficient and good public relation department use to adopt positive programs for this purpose and always emphasize to eliminate negative publicity arises due to questionable practices.

Few definitions of public Relations:

"The art and social science of analysing trends, predicting their consequences, counselling organisational leaders and implementing planned programme of action which will serve both the organisation and the public interest." -Public Association Relations

"A strategic management function that adds value to an organisation by helping it to manage its reputation." -The Chartered Institute of Public Relations.

Mr. John E. Marston has developed Public Relations as a management function. According to him, "Public Relations are the management function which evaluates public attitudes, identifies the policies and procedures of an organisation with the public interest and executes a programme of action and communication to earn public understanding and acceptance."

According to Edward Barney, "Public relations are the attempt by information, persuasion, adjustment, to engineer public support for an activity, a cause, movement or an institution."

Now Public Relations has developed as a profession in India and has contributed a lot for the development of industrial and social relations. Public Relations techniques are being used to solve various corporate problems.

The main responsibility of public relations is to communicate the policies, practices, problems and performances to the public and to feedback public opinions, and suggestions to the top management so that a mutual understanding may be established between the organisation and its public, i.e., shareholders, dealers, customers, general public, government employees and the press.