

CHAPTER ELEVEN

PUBLIC RELATIONS

LEARNING OBJECTIVES

Having completed this chapter you should be able to:

- Understand the importance of public relations in the modern organization
- Describe the purpose of publicity and the importance of media management
- Recognize the significance of corporate image and the importance of research and counselling as a function of public relations
- Understand the part played by internal marketing and how organizations manage it
- Appreciate the importance of specialist areas of public relations such as financial relations, lobbying and crisis management