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Final Exam

Q1: Elaborate role of PR in Marketing.

Answer :

Public Relations :

To begin with, we need to first understand that, there is a lot under the PR umbrella.

I will explain first what public relations is and why is it so important.

Public relations is just basically creating and maintaining a favourable public image. Obviously there are a few different ways that this could be done.

There is the good side which is fun, story telling and getting your message to masses. However, there is bad side which is doing damage control and in the industry this is called "crisis communications". When something bad happens then the organisation kind of need to cover themselves.

Marketing :

In a very concise way marketing equal sales. But there is much more to this. Marketing including activities such as;

- Public relations
- Sales promotions
- Advertising
- Social media
- Pricing
- Distribution

... Much more.

This brings us to the conclusion that Public relations are somewhat linked to the marketing.

ROLE OF PR in Marketing

As we look at PR and it's role in marketing then we look at how the complement one another. So with the PR we are driven by reputation and a reputation in an organisation is very much important here.

It is kind of shaping what others say about us.

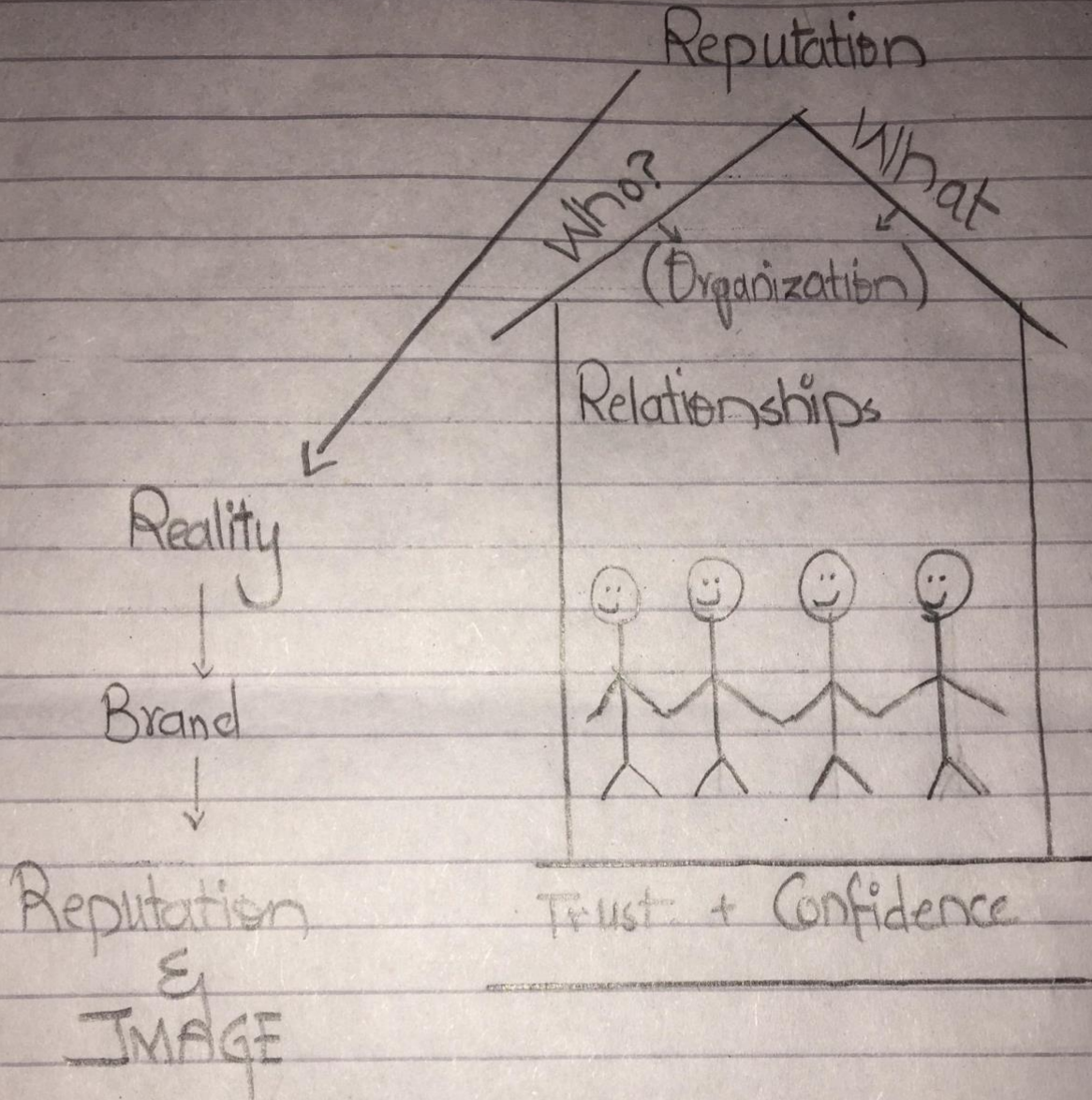
If we look at marketing, it is what we say about ourselves. Marketing is very much about building the brand.

PR is about building reputation/ Image. Additionally, the brand is very much the organizational image. This is where we start to see inter-relationship. Because even if an organisation spends time on both marketing, providing clear consistent communications and messages and PR being transparent in their operations. So then the can start to help one another. Because, the house can actually open up it's door and welcome the brand in and the reputation of the organisation can help support and protect the organisation's brand.

To explain this more I have developed the following diagram;

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This diagram further explains why marketing and PR are inter-linked with one another.

There are 4 P's in Public relations that plays a vital role in Marketing.

1. Product
2. Place
3. Price
4. Promotion

The basic reason behind the creation of these 4 P's is to explain the support Public relations gives to the marketing.

There are different models that can further elaborate the role of the 4 P's but due to less amount of time I will explain it in a concise manner.

At day 1, during the class we were taught that public relations officers visits markets mostly to know about the product and then decides in which area which is (place) they should launch there products.

ANOTHER STEP, to this is deciding the price of the product.

And finally, how to promote the product. During the class this was further elaborated with the example of a " Shampoo i.e Head & Shoulders.

Additionally, both marketing and public relations went through such dramatic growth and evolution during the first half of the twentieth century that at least one business historian has referred to this period as their "teen-age years." They both experienced surprising growth spurts and, as they gained increasing influence in the business world, they experimented with new strategies and frequently flexed their muscles as they adjusted to what they were becoming and tried to project a positive and confident self-image.

PR and Marketing Mix:

This involves new products and launching them at the market place.

Requires/ involves the following steps ;

- Marketing research
- Naming the products
- Deciding the place
- Deciding price
- How to distribute the product
- Using of industrial relations and links

And much more.

To accomplish the above mentioned goals public relations plays a vital part.

To conclude my answer, it is important for Marketing and organizational development to use proper Public relations strategies that will give fruitful results.

Q:2. Explain the importance of Press Relations in PRs.

Answer :

To answer this question, I will explain that it is the communications skills that plays important role in PR and these skills are required to utilized. A Public relations officer needs to have good communication skills and contacts so this further helps in kind of creting press relations.

Additionally, if there are press relations then one can take benefits from it, to send the message to a lot of numbers of people.

I will further elaborate this with an example we were taught during the class;

A newly build school needs promotion. So, the school owner invites someone from HEC during a school event. who is having a high post there. Further, he informs any journalist about this and there is a possibility that this news is written by the journalist and it is published in the newspaper.

So, it is kind of explanation that why press relations are important when it comes to Public Relations.

In addition, it may an event or anything similar to that so the organization through the Public Relations officers need to convey their message to the targeted audience. So it is like getting through people without paying like paid for an advertisement. So hence it is not that costly.

We need to understand that the media is bread and butter of PR agency. Therefore, the most important thing PR persons and do is building a good with media agencies or media people. It is important to do. In order to be on print, social media even electronic media.

There are many things regarding an organization that they will need to inform the public. Therefore, to inform the public good media networks are required.

One thing that should be remembered : It is not so easy for the organizations to deal with media people. It requires a set of skills to manage this. It has challenges but the most important thing is to keep this relationship positive.

Six important points for Good Press Relations :

In order to keep the press relations positive and healthy as mentioned above, it is necessary to keep the following points remembered ;

1. The relationship has to be a two way relationship. Which means two way benefits should be kept in mind. Both of the other press agencies and the organization itself.
2. Focus should be in a good reputation of organization
3. It is important to provide the press complete information with a positive manner.
4. The Public Relations officer should be cooperative to the press.
5. If required, it is okay to provide verification.
6. Reports should be build.

Additionally, it is good to stay accurate truthful and positive.

There are different way to keep in touch with press agencies by providing the following ;

- Press release
- Handouts
- Press notes

Etc...

These all above mentioned points requires good presentation skills.

Media experts or PR offers contact and use the media links when they want to inform or transfer information to their targeted customers / audience:

- If they want community to be engaged in something.
- If they require sponsors
- Launching a new product
- If wants to engage community

And much more.

Thus, a PR official / person needs to maintain a healthy media relationship.

Q:3. Choice of media an important role in PR campaigns. Do you agree?

Answer :

Before directly answering this question, I would like to explain what makes a good PR campaign.

First and foremost it has to be focused. One has to be able to imagine who they are targeting and to know their job titles, their issues. Because this creates an image that whether the activity that has been planned will have an impact or not.

The second thing is that it has to be measurable.

Know your aims and be adaptable.

It is important to know that why choice of media is important for PR campaign. The medium is of course the way to target audience and selection of a good medium means that you can target your audience very easily.

Example:

For instance, if your target audience are teenagers living in urban and you choose the medium that is radio. So that will be less effective. The message will not reach to the targeting audience.

The following mediums are used for media campaigns in PR

Television :

These days television is quite popular and there are also advantages to using this while PR campaigns

Advantages :

- It is popular
- The message has a lot of impact
- The audience is more
- Attracts easily

Disadvantages :

- It is more costly
- Limited time

Radio:

Radio is also effective medium especially for the people living in rural areas. For example these communities usually have problems with not having television, and most of them might not be able to read from print media.

Additionally, people of these areas have complications with electricity. So therefore, in that case radio becomes more effective.

This also have benefits and disadvantages.

As benefit it is not expensive and disadvantage to this is that it has no visuals.

Newspaper :

Though according to most of the researches newspaper readers decline day by day. However, for targeting a specific group newspapers could be also used for media campaigns. The target audience for the newspapers is the educated group of people.

There are some plus points and negative points to the newspaper as well.

There are other mediums as well that are ;

- Magazines
- Direct mail
- Social media
- Pamphlets
- Books
- Media transit posters
- Print of purchased displays
- Advertising specialists

Conclusion :

To conclude this, we can say that any medium can be used. It is important to understand which one to use. The choice of selecting an appropriate medium results and an effective PR campaign.

Q:4. Briefly discuss the role of PRs in various organizations.

Answer :

Role of PR:

Role of Public relations in organisations is take an important news and pitch it (transfer) it to the reporters. This could happen in various ways by calling them or sending them email or even through press releases.

It is important to know that it requires qualities to transfer your message. Often, the PR department is in an ideal position to contribute to the corporate vision, mission and objectives. The work of the department will usually involve staff in speaking with journalists and key interest groups – opinion leaders, customers, pressure groups, suppliers and the like. Monitoring the press and media, and gauging opinion through primary and secondary research, ensures that the PR function has a good understanding of perceptions among key audiences.

PR in Various Organizations :

In every sector or Organization PR has its own roles. I do not want to repeat myself again here. Every organisation differs. But inside all organizations one thing is common to promote the organisation in a positive manner.

There is PR in ;

- Religious groups
- Educational institutions
- Companies
- NGOs
- Factories

And so on..

In each organisation it performs specific role that is image building and attracting / targeting different customers.

PR has different responsibilities when it comes to different organizations.

The following formula regarding the role of PR explains this more;

PUBLIC RELATIONS IN VARIOUS ORGANIZATIONS

- Putting yourself in other person's place
- Understanding the public.
- Being aware of surroundings
- Launching a program that makes full use of channels
- Influencing
- Charting your course after careful study
 - Recognizing that actions speak louder than words
 - Encouraging, advertising.
 - Linking all phases.
 - Analyzing each situation.
 - Thinking & planning.
 - Interpreting your program.
 - Organizing your steps.
 - Naming friendly, competent to positions required.

Q: What is crisis management in PRs? Explain in detail.

Answer

CRISIS MANAGEMENT IN PUBLIC RELATIONS

Crisis can occur as a result of unpredictable consequences of some event that had been considered a potential risk and it can have negative consequences if not handled properly.

A crisis can create three related threats:

1. Financial loss to a company
2. Public Safety
3. Company or organization's reputation loss

These three threats are inter-related. Unsafe conditions, injuries or death of a worker will result in financial and reputational loss of the company. Where as reputation loss will have a financial impact on the organisation.

Crisis is a significant and huge threat to operations and reputation of an organisation that can have negative consequences if not managed on time.

In communication and PR there are 5 Cs that are known as "5 Cs of crisis communication".

1. Competence
2. Credibility
3. Caring
4. Capability
5. Commitment

1: Competence

In early phases of the crisis the PR professionals appear unsure. Since they do not have facts or information.

The public cannot see the crisis handling measures taken by the organization.

Therefore, PR professionals should prepare confidentiality to showcase their Competence.

2: Credibility :

If anything undercuts the credibility of the PR professionals it may threaten their public image for the rest of crisis. Therefore, the PR professionals should remember that in some cases the best way to gain credibility is to concede an obvious point. Rather than defend or resistant attacks made on the point.

3: Commitment

The PR professionals need to express a deep commitment to communicate to the public.

The media and the other effective stakeholders. This results that the media personnel use this information and the actions as the primary source in helping communicating the commitment of the organization towards solving the problem.

4:Caring

The PR Professionals should demonstrate the caring attitude towards the crisis and the victims of the crisis. The public will be more worried about the victims of the crisis. If the PR professionals showcase the caring attitude towards the victim of the crisis then the public will pay little attention to the actual crisis.

5:Capability

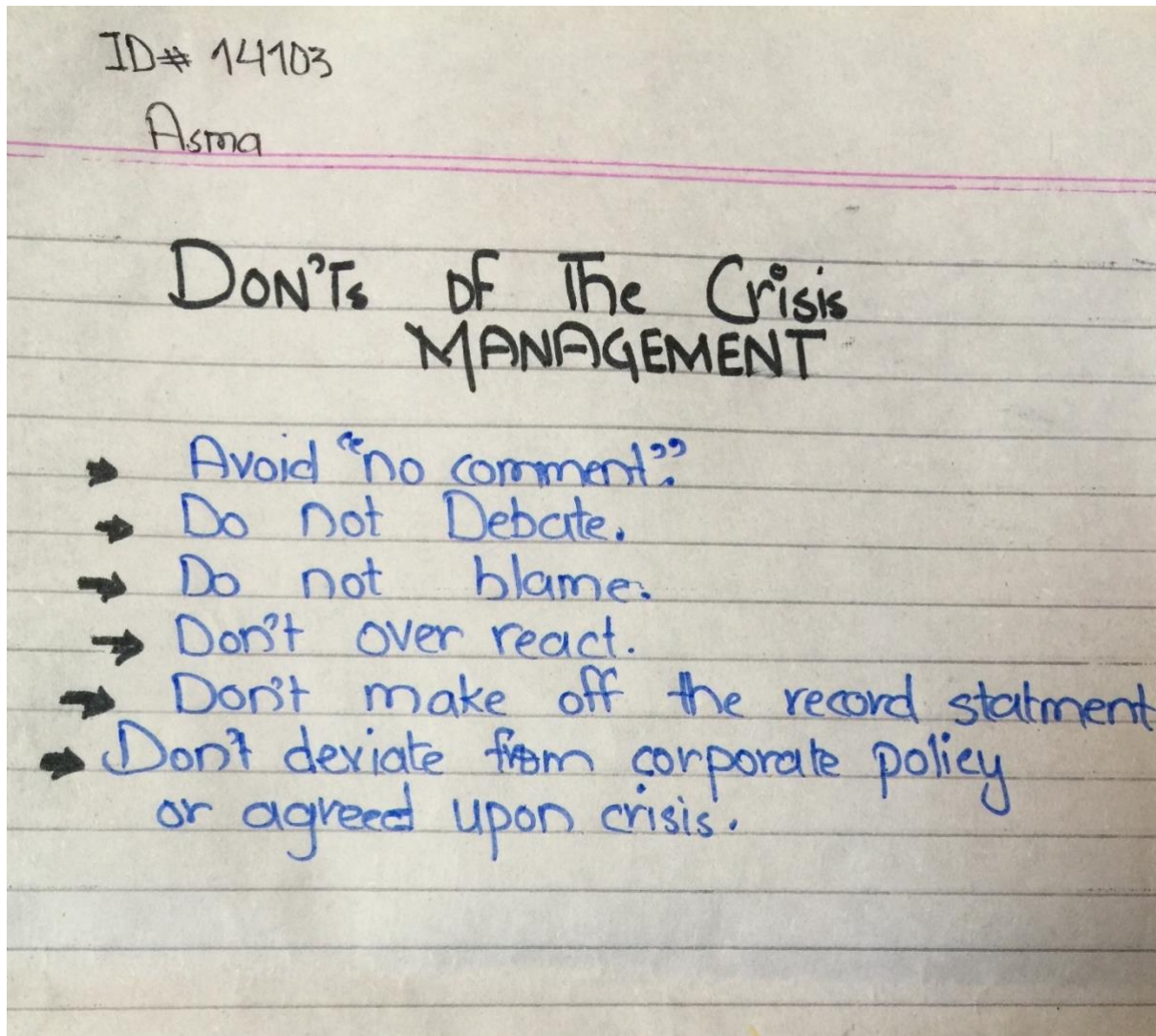
Public should perceive that the PR professionals are capable of resolving the situation or solving the problem they should have confidence in the capability of the PR persons.

Some of the types of events that can catalyse a need for crisis management public relations include:

- Lawsuits and Legal Actions
- Community- or Government-Based Challenges
- Product Availability Issues
- Product Flaws
- Recalls and Accidents
- Business Acquisitions
- Key Customer Defections
- Labour Relations Challenges
- Loss of Key Executives

To manage the crisis the PR officials should observe the situation and come up with a solid plan. Mostly, it is important to be prepared for such situations.

Moreover there are don'ts of the Crisis management that is given bellow;



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