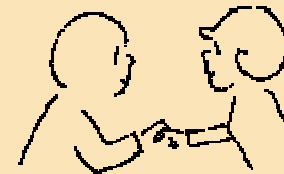
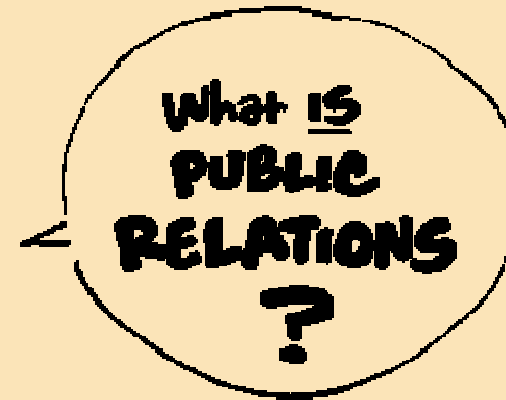


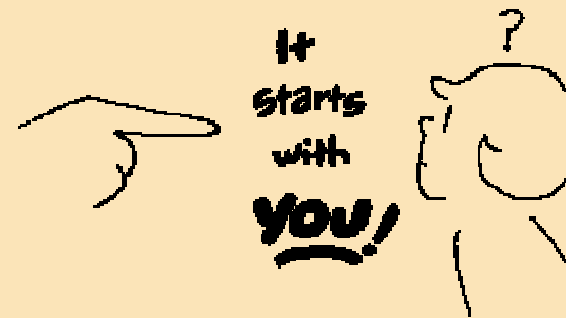
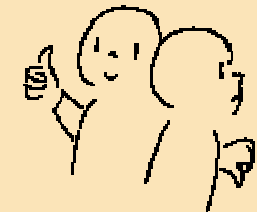
Lecture 1

Scope and Definition of PR



It's the way an individual or an organization deals with other people (the public).

EVERYONE has public relations ... good or bad ... whether he likes it or not!



People relate to you and to your organization through you.

Quick Review

- Promotions Aspect of the Marketing 4Ps
 - Advertising
 - Public Relations
 - Personal Selling
 - Sales Promotions



Quick Review

Advertising	Public Relations	Personal Selling	Sales Promotions
<p>A paid, non-personal communication from an identified sponsor using mass media to persuade or influence an audience</p>	<p>A discipline which looks after reputation with the aim of earning understanding and support, influencing opinion and behavior</p>	<p>A person-to-person buyer to the mutual, long-term benefit of both parties with the aim of building relationship or partnership that provides a long-term benefit to both the seller and the customer.</p>	<p>A promotions effort conducted in short durations with the aim of creating short-term differentiation by offering a better product value resulting to growth (even at artificial level). Growth benefit may be attained either by increasing product trial, or increasing product quantity.</p>

Quick Review

Advertising	Public Relations	Personal Selling	Sales Promotions
Pull Strategy	Pull Strategy	Push Strategy	Push Strategy
Function: Effectively inform and persuade target market	Function: Offer a positive image of the company and the brand	Function: Get customers to buy	Function: Convince customers to buy immediately



What is Public Relations?

- Public Relations is about reputation – a result of
 - What you do
 - What you say
 - What others say about you
- A discipline which looks after reputation with the aim of earning understanding and support, influencing opinion and behavior
- Involves responsibility and responsiveness in policy and information to the best interest of the organization and its publics



A Variety of Definitions

- Public Relations is a process
- It includes:
 - Research and analysis
 - Policy Formation
 - Programming
 - Communication
 - Feedback from numerous publics

Source: Public Relations Strategies and Tactics (Wilcox & Cameron)

More Definitions

- “Public relations is the management function that identifies, establishes,
- and maintains mutually beneficial relationships between an organization and the various publics on whom its success or failure depends.”

Source: Public Relations Strategies and Tactics (Wilcox & Cameron)

Key Words In Defining PR

- Deliberate
- Planned
- Performance
- Public Interest
- Two way communication
- Management function

Source: Public Relations Strategies and Tactics (Wilcox & Cameron)

Public Relations as a process

- A series of actions, changes, or functions that brings about a result

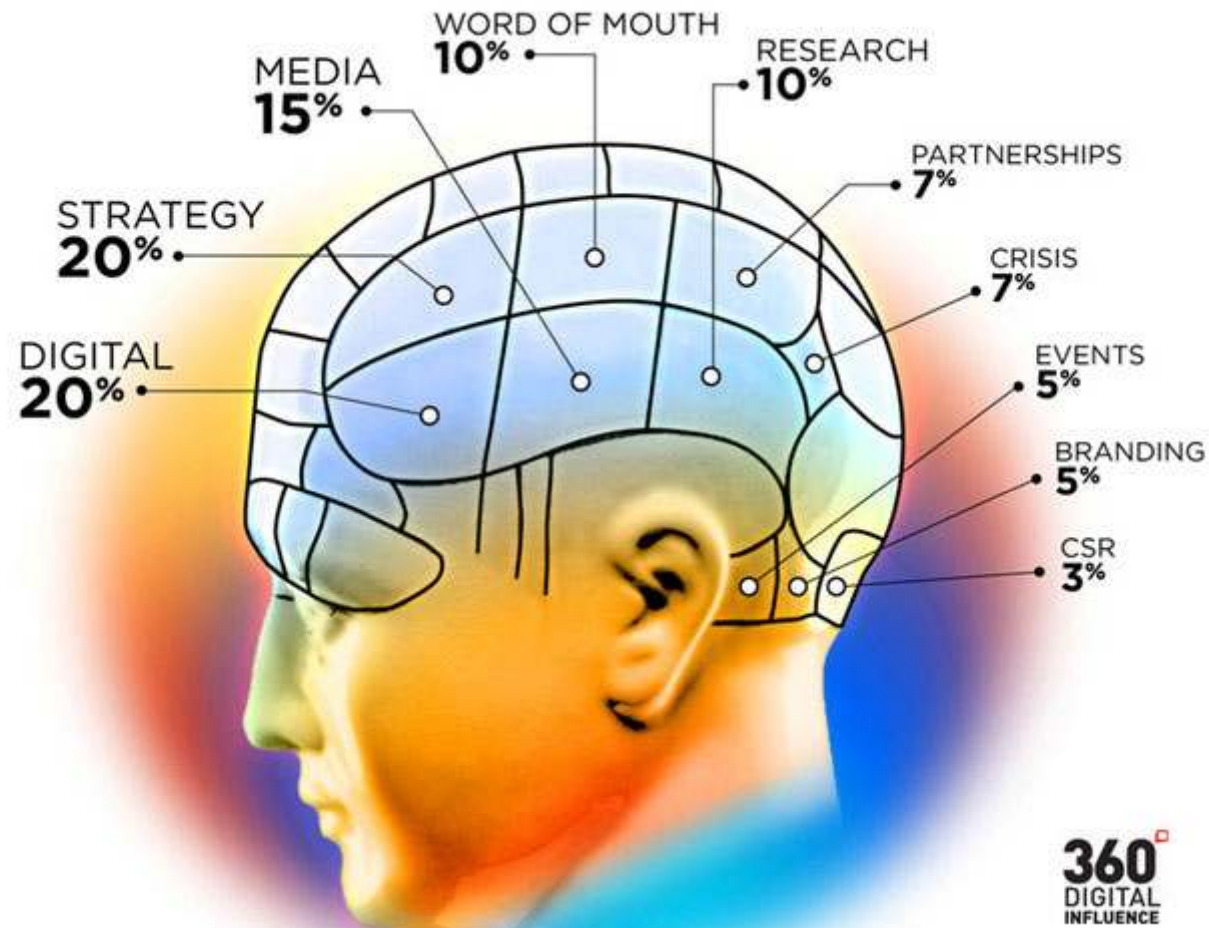


Source: Public Relations Strategies and Tactics (Wilcox & Cameron)

Other terms for PR

- Corporate Communications
- Public Affairs
- Communication
- Corporate Relations
- Corporate Public Affairs
- Public Information
- Publicist
- Press Agent

Source: Public Relations Strategies and Tactics (Wilcox & Cameron)



360^o
DIGITAL
INFLUENCE

Public Relations Professional's Brain Circa 2009

Careers in PR

- Job-rich areas:
 - Pharmaceutical/biotechnology industry
 - Financial services
 - Media companies
 - Health care
 - Security segments of technology companies
 - Crisis Communications-expanding

Source: Public Relations Strategies and Tactics (Wilcox & Cameron)

The Range of PR Work

- Corporations
- Nonprofit organizations
- Entertainment, Sports, Travel
- Government and Politics
- Education
- International Public Relations

Source: Public Relations Strategies and Tactics (Wilcox & Cameron)

Five Essential Abilities

- Writing Skill
- Research Ability
- Planning Expertise
- Problem Solving Ability
- Business/economics competence

Source: Public Relations Strategies and Tactics (Wilcox & Cameron)

10 Qualities Employers Want

1. Good writing
2. Intelligence
3. Cultural Literacy
4. Know a good story when you see one
5. Media Savvy

Source: Public Relations Strategies and Tactics (Wilcox & Cameron)

10 Qualities Cont'd

6. Contacts or network
7. Good business sense
8. Broad communications experience
9. Specialized experience
10. Avoid career clichés

Source: Public Relations Strategies and Tactics (Wilcox & Cameron)

PR Samples in Malaysia

1. Wawasan 2020
2. 1 Malaysia
3. Malaysia Truly Asia
4. H1N1
5. SARS
6. Buy Malaysia 1st, British Later
7. F1 GP Malaysia

