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POSTGRADUATE PROGRAMME

Principles and Ethics of Corporate Communications

Even Semester 2020-2021

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Agenda

05 Management

Understand management processes in PR in corporate and government contexts; conceptualizing public relations plans

06 Ethics

Importance of ethics in business and government; corporate and government codes of conduct; CSR and Government social responsibility ; ethics in journalism and public relations.

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Session 5. Management

PR Management Process

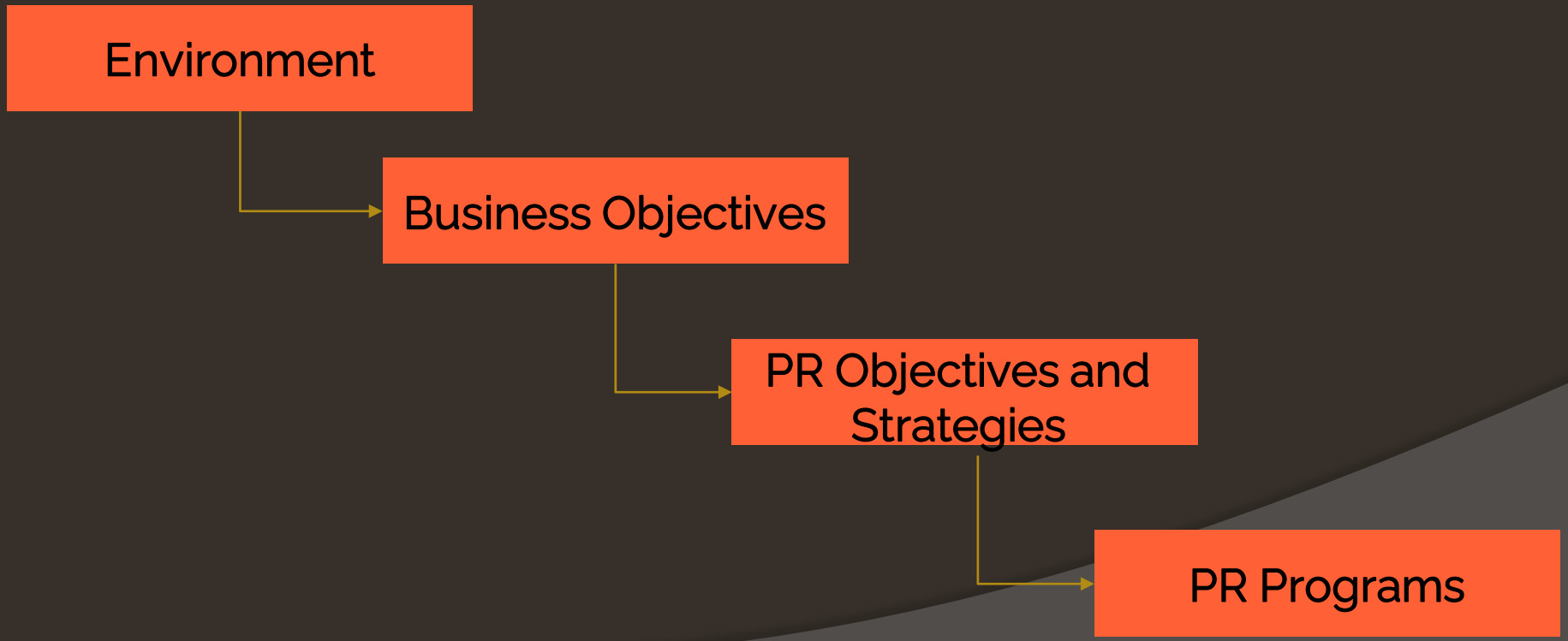
Like other management processes,professional public relations work emanates from clear strategies and bottom-line objectives that flow into specific tactics, each with its own budget, timetable, and allocation of resources. Stated another way, public relations today is much more a planned, persuasive social managerial science than a knee-jerk, damage-control reaction to sudden flare-ups.

Managers insist on results, so the best public relations programs can be measured in terms of achieving results in building the key relationships on which the organization depends. The relevance of public relations people in the eyes of top management depends largely on the contribution they make to the management process of the organization.

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PR Plan : Conceptualizing

Before organizing for public relations work, practitioners must consider objectives and strategies, planning and budgets, and research and evaluation. The broad environment in which the organization operates must dictate the overall business objectives.



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4 Steps of PR Mgt Process

1 Defining Problem or Opportunity

This requires researching current attitudes and opinions about the issue, product, candidate, or company in question and determining the essence of the problem

2 Programming

This is the formal planning stage, which addresses key constituent publics, strategies, tactics, and goals

3 Action

This is the communications phase, when the program is implemented

4 Evaluation

The final step in the process is the assessment of what worked, what didn't, and how to improve in the future

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PR Plan

1. **Executive summary**
   an overview of the plan
2. **Communication process**
   how it works, for understanding and training purposes
3. **Background**
   mission statement, vision, values, events that led to the need for the plan
4. **Situation analysis**
   major issues and related facts the plan will deal with
5. **Message statement**
   the plan's major ideas and emerging themes, all of which look to the expected outcome
6. **Audiences**
   strategic constituencies related to the issues
7. **Key audience messages**
   1 or 2 short messages that you want to be understood by each key audience
8. **Implementation**
   issues, audiences, messages, media, timing, cost, expected outcomes, and method of evaluation
9. **Budget**
   the plan's overall budget presented in the organization's accepted style
10. **Monitoring and evaluation**
    how the plan's results will be measured and evaluated against a previously set benchmark or desired outcome

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PR Roles and Duties

1. Media Relations
2. Social Media Marketing
3. Internal Communications
4. Government Relations and Public Affairs
5. Community Relations
6. Investor Relations
7. Customer Relations
8. Public Relations Research
9. Public Relations Writings
10. Special Interest PR
11. Institutional Advertising
12. Graphics
13. Website Management
14. Philantrophy
15. Special Events
16. Management Counselling
17. Crisis Management

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Thank you

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