

PR MANAGEMENT FOR BUSINESS SUCCESS OR FAILURE

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Public relations management is a multifaceted activity involving different audiences as well as different types of organizations, all with different goals and objectives. It describes the various methods a company uses to disseminate messages about its products, services, or overall image to its customers, employees, stockholders, suppliers, or other interested members of the community. The point of PR is to make the public think favorably about the company and its offerings.

PR management is one of many keys to successful business. In addition to conveying value to the public to include the media, PR entails managing internal and external messages, which may enhance or diminish a brand.

Some of the main goals of PR management are to create, maintain, and protect the organization's reputation, enhance its prestige, and present a favorable image. Studies have shown that consumers often base their purchase decisions on a company's reputation, so PR can have a definite influence on sales and revenue. Another major PR goal is to create good will for the organization. This involves such functions as employee relations, stockholder and investor relations, media relations, and community relations.

There are various tools that can be used in the practice of PR management. Traditional tools include press releases and media kits which are sent out to generate positive press on behalf of the organization. Other widely used tools include brochures, newsletters and annual reports. Increasingly, companies are using interactive social media outlets, such as Blogs Social media as tools in their public relations campaigns. Unlike the traditional tools which allowed for only one-way communication, social media outlets allow the organization to be engaged in two-way communication, and receive immediate feedback from their public.

Negative PR management, also called black public relations (BPR), is a process of destroying the target's reputation and/or corporate identity. In other words, instead of concentrating efforts in the maintenance and the creation of a positive reputation or image of your clients, the objective is to discredit someone else, usually a business rival.