PUBLIC RELATION
INTRODUCTION.

This module unit is intended to equip the trainee with necessary knowledge,skills and attitude that will enable him or her to carry out public relations functions in an organizations.

GENERAL OBJECTIVES

By the end of this module unit,the trainee should be able to

a) Appreciate the role of public relations in sales and marketing environment.
b) Understand the basic principles and techniques applied in dealing with problems,issues and challenges in public relation.
c) Understand the legal and ethical issues governing public relations.
d) Appreciate the importance of human relation in a working environment.

17.02.0 COURSE UNIT SUMMARY AND TIME ALLOCATION.

CODE	TOPIC	SUB-TOPIC	THEORY	PRACTICES
17.2.1	INTRODUCTION TO PUBLIC RELATIONS	• Meaning of public relations. • Distinguish public relations from other communication related fields • Evolution of public relations • Public relations practices in Kenya • Role of public relation in sales and marketing	5	5
17.2.2	Human relations	• Meaning of human relation • Components of human relations • Positive qualities of human relations.	6	6

17.2.3	Public relations	• Definations of publics • Importance of defining publics. • Specific publics of an organization.	6	6
17.2.4	Ethics and functions of public relation personnel	• Code of professional conduct	10	4
17.2.5	Media of public relation activities	• Media of public relations activities • Factors that influence the choice of media of public relations activities.	10	4
17.2.6	Developing the public relation strategy	• Meaning of public relation strategy. • Steps involved in developing public relation strategy. • Public relations • Public relations department versus public relation consultancy • Specific areas where public relations is applied.	12	8
17.2.7	Specific areas of public relation	• Importance of public relations in sales and marketing • Roleof public relations in international marketing • Role of public relation in marketing research		

		• Internal public relations management.		
17.2.8	Customer relations	• Importance and role of customer relation. • Duties and responsibilities of customer relations personnels • Sources of customer complaints • Methods of handling complaints	8	4
17.2.9	Emerging trends and issues in public relations	• Emerging trends and issues in public relations. • Challenges posed at emerging trends and issues in public relations. • Ways of coping with challenges posed by emerging trends and issues in public relation	4	2
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