



*Arizona Innovative Solutions Group
(Arizona-ISG)*

Public Relations

Public Relations

This workshop provides an introduction to the field of public relations. Areas covered are media relations; promotion; tools used in developing public relations and publicity, and improving customer satisfaction; relationship-building strategies; and ethics and public relations.

- Public Relations' Role and Functions in Organizations
- The Communications Process to the Internal Publics
- The Communications Process to the External Publics
- PR Campaign
- Global PR Trends



Outlines

- Define public relations (PR).
- Express how PR is integral to the marketing mix.
- Examine the impact of PR on society.
- Explain PR's role and functions within an organization.
- Explain the impact of effective communications to internal publics.
- Utilize the communications process for effective internal PR.
- Evaluate the benefits and risks of using various PR communications tools and techniques to inform, influence, and motivate the internal publics.
- Explain the impact of effective communications to external publics.
- Utilize the communications process for effective external PR.
- Evaluate the benefits and risks of various PR tools used to communicate to external publics.
- Evaluate the news worthiness of a PR issue or topic.



Outlines

- Compare and contrast publicity and advertising in terms of their impact on the publics.
- Demonstrate how publicity and advertising can be integrated to create an effective PR campaign.
- List some PR tools used to generate publicity.
- Recommend strategies to generate positive publicity.
- Identify key global PR trends.
- Explain the need for proactive PR planning and reactive crisis management.
- Illustrate the impact of positive and negative PR in your daily life.



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