

Mr. Malhar Dave

Profile of Mr. Malhar Dave

- ♦ Mr. Malhar is an Assistant Manager at Sahara India.
- ♦ During his education phase in Bhartiya Vidhya Bhavan, he did activities in the field of Public relation & Communication.

Topic: Importance of Public Relation Mangament

Introduction to topic

Public relations means different things to different people. As business organization has grown more complex, the demand for good public relation has increased and its management has equally become complex.

At its core, public relations revolves around this universal truth: people act based upon their perception of facts. By managing, controlling, or influencing people's perceptions, public relations professionals hope to initiate a sequence of behaviors that will lead to the achievement of an organization's objectives. When those in public relations successfully create, change, or reinforce opinion through persuasion, their primary objective is accomplished.

Session

Some companies keep the function of public relations entirely in house, others opt to outsource all public relations functions. Others strike a balance in which in-house public relations efforts are complemented by the work of an outside agency. A good example of an agency campaign that has increased product sales while raising awareness and establishing a company as a concerned corporate citizen is Yoplait's "Save Lids to Save Lives" campaign. This unique breast cancer awareness and fundraising campaign has Yoplait

making a donation for every pink yogurt container lid mailed back into the company. The campaign has not only raised awareness and funds (Yoplait has donated over \$10 million for breast cancer research), it has also given the brand added visibility and resulted in increased sales.

Learning outcomes from students perspective

Public relations professionals follow a set of principles in order to achieve success. Most campaigns begin with the identification of the problem or challenge, then move on to setting the public relations' goal. In order to achieve the goal, the public relations specialist crafts persuasive messages and implements key communication tactics while monitoring progress and fine tuning as necessary.