

# Mastering Public Relations

v. 1.0

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# Mastering Public Relations An Introduction

**Alison Theaker, Heather Yaxley**



## **Mastering Public Relations An Introduction:**

Mastering Public Relations Saylor Foundation, 2016 Our purpose in this volume is to introduce you to the concepts of strategic public relations Our basic assumption is that you have some general knowledge of management and business terminology we will help you to apply that to the discipline of public relations Our text is based in current research and scholarly knowledge of the public relations discipline as well as years of experience in professional public relations practice Whether you are reading this book to learn a new field simply to update your knowledge or as part of an educational program or course we value every moment that you spend with it Therefore we have eliminated much of the academic jargon found in other books and used a straightforward writing style We tried to make the chapters short enough to be manageable but packed with information without an overreliance on complicated examples or charts and diagrams We hope that our no nonsense approach will speed your study

Mastering Public Relations Anthony Davis, 2004 In an engaging and accessible style Mastering Public Relations takes a strategic management approach to providing a broader and deeper understanding through a well balanced interpretation of theory and practice For undergraduate diploma and CPD readers this non partisan wide ranging introduction sets public relations and its likely development in meaningful relevant context Recurring themes include ethics social responsibility and international applications There are multiple case studies and examples numerous thought provoking questions and many more unusual topics included MARKET 1 Undergraduates studying PR either as straight PR or combined with other subjects e g marketing HND HNC CPD CAM and Diploma courses MARKET 2 MBA students Professionals responsible for managing PR Business people on short management courses **Mastering Public Relations** Pamela G. Bourland, Hal W. Fulmer, 1991 Mastering Public Relations Pamela G. Bourland, 1995-01-01

Introduction to Public Relations Janis Teruggi Page, Lawrence J. Parnell, 2024-12-05 Introduction to Public Relations Strategic Digital and Socially Responsible Communication presents a comprehensive introduction to the field of public relations examining its current practices and future directions In response to the dynamic shifts in technology business and culture authors Janis T Page and Lawrence J Parnell illustrate how today s PR professionals craft persuasive messages using modern technologies while working in line with the industry s foundations The text skillfully balances this approach by delving into communication theory history processes and practices demonstrating how these elements can be integrated into strategic public relations planning Page and Parnell guide students toward becoming socially responsible communicators where fostering trust and respect with diverse communities is valued over creating the next viral campaign The Third Edition responds to the rising focus on social responsibility sustainability CEO and investor activism and consumer demand for ethical brands and addresses these changes with updated content including new features recent examples case studies and chapter opening scenarios Discovering Public Relations Karen Freberg, 2020-08-18 The only textbook built entirely around the guidelines in the 2018 Commission for Public Relations Education report Discovering Public Relations introduces

students to the field of PR in a practical applied and hands on way that prepares them for the modern workplace Author Karen Freberg highlights modern and contemporary PR practices emphasizing social media digital communication and creative innovation Understanding that creativity alone can't create success Freberg shows students how to use choose and implement evidence based practices to guide their strategic campaigns This first edition of *Discovering Public Relations* transforms students into successful PR professionals by giving them the tools to think creatively innovate effectively and deploy research backed tactics for successful campaigns

**The Public Relations Handbook** Alison Theaker, 2025-08-19 The Public Relations Handbook provides an engaging in depth exploration of the dynamic and ever evolving public relations PR industry Split into three parts exploring key conceptual themes in public relations this book offers an overview of topics including strategic PR politics and the media media relations in the social media age strategic communication management PR ethics activism and PR and the effects of globalisation and technology on the field This book also includes a discussion of critical themes in PR research and exploratory case studies of PR strategies in a variety of institutions including the Royal Society of Chemistry Corps Security and The Chartered Institute of Public Relations Featuring wide ranging contributions from key figures in the PR profession this new edition presents fresh views on AI social media curation and the decline of media and is packed with student friendly features including clear chapter aims discussion questions and further reading suggestions throughout The Public Relations Handbook is an ideal resource for students of public relations corporate and strategic communications and marketing communications This book is supported by additional instructor resources including brand new classroom activities for every chapter available at [www.routledge.com/9781032852683](http://www.routledge.com/9781032852683)

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*Public Relations* Jacquie L'Etang, 2007-11-21 An excellent text for encouraging students to think critically about key public relations issues Not only does it help students to develop a deeper appreciation of public relations it also helps them to develop valuable learning skills Amanda Coady The Hague University A typically excellent piece of work from Jacquie L Etang Critical of every basic concept and provocative to all students Ideal for second and final year undergraduates plus MA students Chris Rushton Sunderland University Extending beyond the usual bounds of insularity this text is designed to encourage critical thought in students and improve practice in workplaces A refreshing read that is consistently inventive enough to attain both aims David McKie Waikato Management School At long last fills a void in the landscape of text books on public relations theory and practice it

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Introduction to Strategic Public Relations Janis Teruggi Page, Lawrence J. Parnell, 2017-11-30 Winner of the 2019 Most Promising New Textbook Award from the Textbook Academic Authors Association TAA Introduction to Strategic Public Relations Digital Global and Socially Responsible Communication prepares students for success in today's fast changing PR environment Recognizing that developments in technology business and culture require a fresh approach Janis T Page and Lawrence Parnell have written a practical introductory text that aligns these shifts with the body of knowledge from which the discipline of public relations was built Because the practice of public relations is rooted in credibility the authors believe that students must become ethical and socially responsible communicators more concerned with building trust and respect with diverse communities than with creating throwaway content The authors balance this approach with a focus on communication theory history process and practice and on understanding how these apply to strategic public relations planning as well as on learning how to create a believable and persuasive message A Complete Teaching Learning Package SAGE Premium Video Included in the interactive eBook SAGE Premium Video tools and resources boost comprehension and

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A Knowledge Strategy for a Communications and PR Practice of a Large Firm Christoph Gamm, 2010-03 Scientific Essay from the year 1999 in the subject Business economics Business Management Corporate Governance The Open University Open University Business School course Managing Knowledge language English abstract This report discusses a knowledge strategy in the communications profession in IBM Europe Middle East and Africa The focus of that report is to reveal the reshift from a replication orientated organisation which excels in functionality onto a communicationsintensive consultant organisation in which the active management of both tacit and explicit knowledge does play an active role In the previous Intellectual Capital assessment it has been discovered that intellectual capital in this communications organization is rather unorganized and disperse Here it is further looked into and found out that one of the reasons for this dispersed intellectual capital the missing accumulation and conversion of knowledge in that organization Reasons for this are few or very unuseful joint tools for personal use no expert professions to grow into and thus no personal reward to accumulate real market or media knowledge and last but not least a culture that does reward the quick shot and not sustainability The underlying technology is not used sufficiently and only in a dispersed way As a consequence lots of intellectual capital is lost constantly Customer satisfaction thus expressed through IBM employee attrition rate internally and through favourability level of journalists and number of strategically focused media imprints could be increased significantly To gain a strategic advantage through a knowledgeable communications organization that brings value add to the business it is recommended in this report to Setup a knowledge officer in the organisation closely aligned to the VP of Communications Setup communications knowledge hubs at strategic sites who act as key knowledge accumulators de allocation of professionals from non st

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you must become ethical and socially responsible communicators more concerned with building trust and respect with diverse communities than with creating throwaway content The authors balance this approach with a focus on communication theory history process and practice and on understanding how these apply to strategic public relations planning as well as on learning how to create a believable and persuasive message Key Features Chapter opening Scenarios capture your attention by discussing current PR challenges such as the Wells Fargo cross selling VW emissions cover up and P G s Like a Girl campaign and thus frame the chapter content and encourage active reading At the end of the chapter you explore various aspects of socially responsible communication to solve the PR challenge Socially Responsible Case Studies in each chapter illustrate the key responsibilities of a modern public relations professional such as media relations crisis communications employee communications applied communications research and corporate and government specific communications Each case features problem solving questions to encourage critical thinking Social Responsibility in Action boxes feature short specific social responsibility cases such as Universals NoFoodWasted Nespresso in South Sudan and Merck s collaboration with AIDS activists to highlight best practices and effective tactics showing the link between sound public relations strategy and meaningful social responsibility programs Insight boxes spark classroom discussion on particularly important or unique topics in each chapter Personality Profile boxes will inspire you with stories from PR veterans and rising stars such as the U S CEO of Burson Marsteller the Chief Communication Officer of the United Nations Foundation and the Executive VP at HavasPR

**A Knowledge Strategy for a Communications and PR practice of a large firm** Christoph Frhr. von Gamm, 2010-03-26 Scientific Essay from the year 1999 in the subject Business economics Business Management Corporate Governance The Open University Open University Business School course Managing Knowledge language English abstract This report discusses a knowledge strategy in the communications profession in IBM Europe Middle East and Africa The focus of that report is to reveal the reshift from a replication orientated organisation which excels in functionality onto a communicationsintensive consultant organisation in which the active management of both tacit and explicit knowledge does play an active role In the previous Intellectual Capital assessment it has been discovered that intellectual capital in this communications organization is rather unorganized and disperse Here it is further looked into and found out that one of the reasons for this dispersed intellectual capital the missing accumulation and conversion of knowledge in that organization Reasons for this are few or very unuseful joint tools for personal use no expert professions to grow into and thus no personal reward to accumulate real market or media knowledge and last but not least a culture that does reward the quick shot and not sustainability The underlying technology is not used sufficiently and only in a dispersed way As a consequence lots of intellectual capital is lost constantly Customer satisfaction thus expressed through IBM employee attrition rate internally and through favourability level of journalists and number of strategically focused media imprints could be increased significantly To gain a strategic advantage through a knowledgeable communications

organization that brings value add to the business it is recommended in this report to Setup a knowledge officer in the organisation closely aligned to the VP of Communications Setup communications knowledge hubs at strategic sites who act as key knowledge accumulators de allocation of professionals from non strategic knowledge hubs A pervasive and user friendly Lotus Notes Web Notes Domino database infrastructure to enable group work together with the production deployment of sametime communications tools like VPBuddy Here the focus is not so much about technology but about content pervasiveness and persistence in its useage and reward In a next step explicit expert professions within the communications career path should be fostered to gain and reward expert and tacit knowledge and thus attract and retain the world class communications professionals a company like IBM needs to have This knowledge initiative should be aligned with IBM s strategic priorities especially Priority 1 Priority 5 and Priority 6

Introduction to Public Relations and Advertising D F du Plessis,2000 Introduction to Public Relations and Advertising introduces the reader to the basics of public relations and advertising in a single textbook Topics include the functions effects and critical issues of public relations as well as the history of advertising and its relationship to marketing The unit on advertising covers theoretical models advertising campaigns and critical research issues Introduction to Public Relations and Advertising is used by the Department of Communication at the university of South Africa and will prove invaluable for other students of communication as well as practitioners who need to reflect on the fundamentals of public relations and advertising

**al-‘Alāqāt al-‘āmmah fi Sūriyah** Munīr Jabbān,2003 Public relations associations institutions etc administration Syria field study

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A Public Relations Primer Paula Marantz Cohen,1987

*Boston University Bulletin School of Public Relations* Boston College. School of Public Relations,1962



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