



TYPES OF PUBLIC RELATIONS

Introduction Unit III

INTRODUCTION TO UNIT III

Public Relations (PR) is a crucial component of any successful marketing campaign, and there are several different types of PR strategies that companies can use to build their brand and reputation.

According to an article in Forbes, some of the most common types of PR include media relations, crisis management, reputation management, influencer relations, corporate social responsibility (CSR), and internal communications (Forbes, 2021). Each of these strategies serves a different purpose, whether it's securing media coverage, managing a crisis situation, building positive relationships with stakeholders, or promoting a company's CSR efforts. By understanding the different types of PR and choosing the right approach for their needs, companies can effectively communicate their message and build a strong, positive reputation with their target audience.

The following are the most important types of Public Relations (PR) that focus on specific relationships:

- **Internal Public Relations:** Refers to communication and relationship management between a company and its own employees and collaborators.
- **Relations with Shareholders, Investors, and Funding Organizations:** Refers to communication and relationship management between a company and its shareholders, investors, and financial organizations with an interest in the company.
- **Relations with Customers:** Current and Potential: Refers to communication and relationship management between a company and its current and potential customers.
- **Public Relations with Suppliers:** Refers to communication and relationship management between a company and its suppliers, with the goal of establishing long-term business relationships and obtaining the best negotiation terms.
- **Public Relations with the Government:** Refers to communication and relationship management between a company and government agencies, with the goal of

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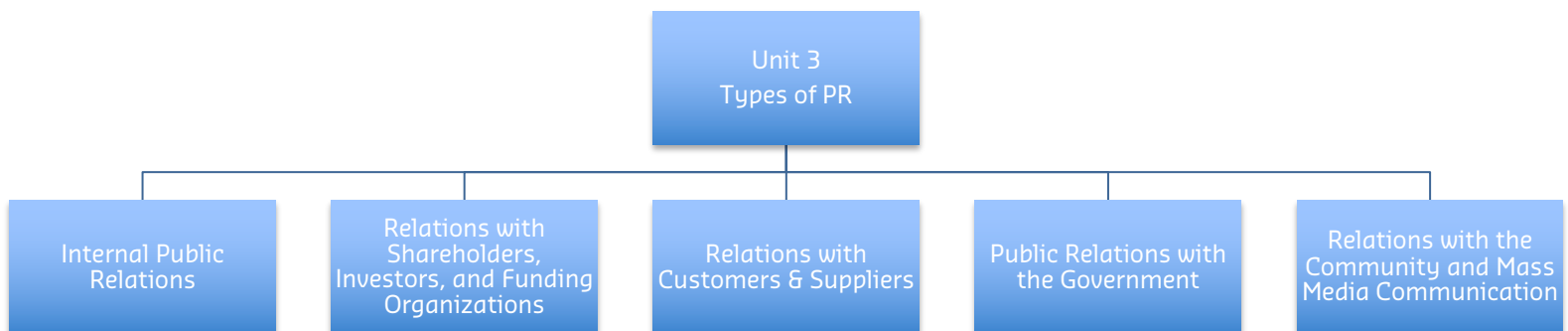
maintaining a good image and obtaining government support for company initiatives.

- **Relations with the Community and Mass Media Communication:** Refers to communication and relationship management between a company and the general community, including the mass media, with the goal of building a good reputation and establishing trustworthy relationships with the public.

OBJECTIVE

Analyze the different types of Public Relations (PR) strategies that companies can use to build their brand and reputation. By examining these different types of PR, the student will be able to understand the strategies available to companies for effective communication with stakeholders, managing crises, promoting positive relationships, and building a strong reputation in the marketplace.

CONTENT MAP



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UNIT EVALUATION

EVALUATION	POINTS
Activity 1: Video Ted Talks El Arte De Las Relaciones L Andres Vazquez Flaquer	5
Activity 2: Quiz 1 Case 1 "Great Place To Work" Initiative By Adobe	5
Activity 3: Quiz 2 Case 2 Nike's "Dream Crazy" Campaign.	5
Unit Exam	5
Total	20

UNIT ACTIVITIES

TOPIC	ACTIVITY
Importance of public relations	Name of the activity video analysis
Internal public relations campaign	Case analysis & quiz
Public relations with customers	Case analysis & quiz