

THE SIGNIFICANCE BY PUBLIC RELATIONS ACTIVITY TO THE LEVEL OF ORGANIZATIONS

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This paper focuses on the importance and role of public relations activities at the level of an organization, viewed in connection with marketing. Besides advertising and sales promotion, public relations is another important marketing tool used to promote mass. The activity of public relations gained in scale last time, one of its advantages are much lower cost compared to advertising.

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1. Introduction

New approaches to modern marketing require more specific activities combining advertising, sales, promotion, direct marketing and public relations.

Public relations activity has grown and increased in importance during the economic and social development, is gradually being in a distinct and important activity to contemporary society.

In the current period, in terms of increasing competition, which requires thorough knowledge of market ,potential customers and gain their trust, the vast majority of organizations believe that advertising is not the only answer to the increasingly complex issues of marketing.

According to the definition given by the Foundation for Public Relations Research in 1975, the concept of public relations can be interpreted as follows:

- represents a distinct function of management, which help to establish and maintain a psychological climate of communication, understanding, acceptance and cooperation between an organization and the public;
- help management to inform and be informed about public opinion;
- defines and coordinates the management responsibility to serve the public interest;
- help management to use effectively any change;
- uses research and ethical communication techniques as its main instruments.

Public relations pursue building good relationships with their public by obtaining a favorable publicity, by a good company image, as well as management and elimination of rumors, news, and adverse events.

Lower cost communication strategies that can easily adapt the client profile, and market requirements, thus providing a greater impact and increased efficiency of communication - here are the strengths of public relations services that will have more weight in the balance of companies .

In terms of services required by clients, most will be those required by that reinforces the image of the product, but also the relationship between the company and them public. The most likely strategy will guide the promotion of product and customer satisfaction campaigns, but also to investors relations or B2B communication - for maintaining a constant connection and trust with business partners and investors.

Another service that will register a growth surprises is the online PR, because low cost, and migration of print publications in the online sphere.

2. Functions of public relations compartments

Public relations departments can fulfill any of the following *functions*:

- relations with the press or media agents: relationships with the press aim is to put in the means of communication, information novelty value to draw attention to a person, product, or service organizations;
- promoting a product or service: consists of various efforts to publicize specific products or services; press releases or events that increase knowledge of media company shares may be exacerbated by PR. Large firms issued press releases or new products many times are salable.
- corporate communications: this activity includes all internal and external communications of the company and promote its knowledge to the public; in terms of internal communication, Spreading information and correct/referral actions disinformation in a firm can reduce the impact of rumors and can grow support employees. If reducing the number of employees or the merger of companies, internal communication can do much to dismiss rumors that circulate among company employees or local community.
- lobbying activity: involves building and maintaining relationships with those who adopt laws and the rulers to influence legislation and regulation;
- consultancy: include providing support for company management on matters of public policy, the positions adopted by the company and the image.

3. Factors influencing the development of public relations activities

The development of the public relations is favored by the following factors:

- diversification of markets for consumer goods with increasing public demands;
- explosion of technology and information system through the development of computer, a telephone, cable television, video equipment;
- increased the pace and level of competition with direct impact on the ways of making progress;
- decline in classic television advertising and increasing the role of TV commercial;
- increasing costs of television advertising, with the immediate need to increase advertising budgets;
- growth and diversification of the facilities offered by commercial television stations, radio and newspapers;
- development actions and increase the sponsorship role of the sponsoring;
- emergence and development of powerful Internet networks worldwide.

Public relations are used to promote products, people, places, activities, ideas, organizations and even nations. Through public relations activities of a brand can be well promoted compared with advertising costs as required much less.

Public relations may play a role less than or greater to play in the development and introduction of new products and services, but this depends on the context in which these products are new. With a product as less innovative, with both must be more creative work of public relations or other marketing strategies.

Currently, public relations are present in all activities and when social and political importance, in almost all institutions, in preparing and carrying out major sporting events and cultural, crisis situations and in the normality.

The practice of modern public relations is based on research methods which aim at both a public organization (to be determined the public objectives), and the staff of organizations (to be set their own objectives). Following analysis of the two types of objectives are developed public relations programs that transmit messages to the public to promote the image of the organization, winning the trust and change public attitudes and behavior.

4. The main instruments of public relations

In the public relations domain may be used many methods and techniques, their number being limited only by imagination and ability of those who apply.

One of the main instruments is represented by the news. Public relations specialists must find or create favorable news about the organization, about its products and services or its employees. Articles should be topical and attention of the reader.

Discourse is a tool for achieving product and advertising firm. They follow the presentation of a proper view of the firm, as well as its positive experiences. Company representatives must answer questions from the media, and these events may be to build or to affect the company's image.

Another tool of public relations is represented by special events. Among them include: press conferences, seminars, exhibitions, contests and competitions, anniversaries, sponsorships of sporting events.

Publications. To establish contacts with the target audience and influence of firms is based on communication materials. These materials include annual reports, brochures, articles, newsletters and magazines of the firm.

Means of creating identity. To create and strengthen the identity, companies should also create a visual identity for the public to easily recognize. Logos, printed materials, brochures, logos, company documents, buildings, uniforms and vehicles, these are marketing tools when they are attractive, distinctive and worthy of note. Activitatile in folosul public. Firmele pot atrage bunavointa publicului contribuind cu bani si timp la activitatile legate de cauze nobile.

5. Conclusions:

Public relations is an important tool for promotion and communication at the level of an organization.

A public relations campaign well planned and wide is the most effective to create in the minds of the public a favorable impression about the organization or to implement the desire to buy a certain product or service organization.

New types of approaches to public relations can sometimes help to keep alive a product that is in real decline in the market - or to help find new opportunities to assert themselves.

Planning activities of public relations involves setting targets for public relations, choice of appropriate messages and vehicles designed to transmit, and evaluate results.

The main instruments of public relations publications, events, news, speeches, public service activities, the means of achieving corporate identity.

Regardless of the means and techniques used, the public relations should be correlated with other variables promotional placed in a unit program with a global vision. Efficiency public relations work depends on the quality of activities performed by the entire organization.

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