FACTORS AFFECTING IMPLEMENTATION OF PUBLIC RELATIONS IN COOPERATE ORGANISATIONS; A CASE OF SAFARICOM TELECOMMUNICATION LIMITED

BY

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DECLARATION

This research project is my original work and has not been presented for examination in any other university.

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This research project has been submitted for examination with my approval as university supervisor.

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ABSTRACT

For the past few years, society has increasingly become complex with emerging issues and challenges that require creative and imaginative solutions from those involved. The study aimed at establishing the factors affecting the implementation of public relations in corporate organizations. The study was guided by the following objectives: to find out the effects of training on the implementation of public relations, to establish how the Organization’s Code of Ethics affects implementation of public relations and to determine how corporate crisis affects the implementation of public relations in Safaricom telecommunication Limited. The study targeted the employees of the Safaricom telecommunication company, with a sample size of 36 respondents. The study realized a response rate of 28 respondents. The study employed the use of questionnaires to collect the data. The study revealed that training has enhanced the implementation of public relations; the study also established that training practices through PR enhance the public’s attitude toward the value of organization and two-way symmetrical communication. The study also maintained that when managing an organization’s public relations system, practitioners must demonstrate comfort with the various elements of the organization itself; must be the interpreter of the organization. Further, the study revealed that code of ethics has not been effectively complied with. Further, the study revealed that organizations consider code of ethics as an important ingredient for the effective functioning of an organization. It was noted that ethics operational managers are capable of planning and managing public relations programmes, advising management, making organizations use code of ethics to create opportunities for management to communicate with internal and external publics, and that public relations is an umbrella function that manages the code of ethics between our organization and shareholders. The study concluded that training has enhanced the implementation of public relations; that training practices through PR enhance the public’s attitude toward the value of organization and two-way symmetrical communication. Further, the study concluded that when managing an organization’s public relations system, practitioners must demonstrate comfort with the various elements of the organization itself. The study recommended that organizations ensure that code of ethics are in line with the organization’s goals and objectives in order to ensure communication of new ideas and products reaches the targeted group.