INFLUENCE OF COMMUNICATION IN PUBLIC RELATIONS ON AN ORGANIZATION'S PERFORMANCE: A CASE STUDY OF THE BARCLAYS BANK, MARKET BRANCH.

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DECLEARATION

I declare that this project herein is my original work and has not been published nor submitted for examination in this or any other university and grand university of Nairobi the non exclusive right to use it for the university own purpose.

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This research project has been submitted to the University of Nairobi for examination with my approval as the University supervisor.

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ABSTRACT

The objective of this research is to draw attention to the importance of certain elements of Communication in the Market branch of Barclays bank. Specifically, the study sought to describe the ranked importance of the following four Communication mix elements in the phases of the research interest: advertising, marketing, sales promotion and publicity. Data was collected through the use of primary instruments comprising face to face interviews method and well structured Questionnaire delivered hand-to-hand to the employees of these company. We start the analysis considering three fundamental resources: the organizational structure (number of departments and how they interact), communication distributed in work groups (micro groups) and the influence that it brings towards organizational performance provokes on the psychosocial climate. We are especially interested in the changes that facilitate the interaction under the direct impact of Communication as a means of influence on organizational performance. If we are aiming at institutional communication we must also take into account the fact that it involves technical elements, technology being another agent of social change. An analysis of the social and economic system offers perspectives and different levels of approach, but it also signals convergence. The competitiveness of firms in the context of the current economic challenges requires effective management activities and a strategic importance directed towards a better administration of knowledge and the impact of Communication on organizational structures. The emersion of the global crisis has brought knowledge, seen as an economic factor, in the area of scientific challenges. The role of knowledge as a distinct factor of production is aimed at renewing and applying information for the maintenance and survival of the organization. For a successful business in the context of globalization as holistic report, convergence between knowledge and Organization is required, because performance involves competitive advantages, efficiency and a strategic approach. The study recommends that effective use of the various elements of communication will help provide information, create more awareness, change attitude and perception, build Industry’s image and enhance brand loyalty.