A STUDY ON EFFECTS OF PUBLIC RELATIONS ON THE PERFORMANCE OF FINANCIAL INSTITUTIONS:
A CASE STUDY OF KENYA COMMERCIAL BANK

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DECLARATION

I declare that this is my original work that has never been presented in any university for any academic award.

Name  Signature  Date

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This research proposal has been submitted for examination with the approval of the University supervisor.

Name  Signature  Date

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ABSTRACT

The study will be focused on the effects of public relations on the performance of financial institutions. Public relations has both positive and negative impacts on the performance of financial institutions for example positive public relations favors the business, clients, employees, investors and the general public since they will have confidence in the institution and good relationship with it while, negative PR will make the institution suffer due to maybe lack of good management, trained and qualified PR managers who could be a liability to the institution.

Public relations is very important because it determines how the performance in a financial institution will be, it determines whether the institution is making more or less profits depending on the number of clients or customers that it’s getting due to its relations.

The study therefore will analyze how effective public relations are in terms of costs and personnel required. In addition to that, it will also explore ways in which the workers/employees will be motivated in order to boost the productivity and even reduce the expenses incurred during the process because ways like advertising tends to be expensive.

The study will be aiming at finding out whether public relations can be used as a marketing tool and also analyze the relationship between public relations and the financial institutions. The study will be carried out so as to come up with methods that should be used to put good public relations into place hence enabling the organization to compete effectively. The research will also identify the impacts of public relations on the employees’ performance.

The study sets the objectives and identifies solutions to improve public relations in Kenya commercial bank. The research will be conducted in Kenya Commercial Bank. The data will be collected through interviews and questionnaires.