Public
Relation

OHMMO

PR (Public Relations)

Public relation is a strategic communication process companies, individuals, and organisations use to build mutually beneficial relationships with the public.
A public relations specialist drafts a specialised communication plan and uses media and other direct and indirect mediums to create and maintain a positive brand image and a strong relationship with the target audience.

Types of public relation :-

- Media Relations
- Investor Relations
- Government Relations
- Community Relations
- Internal Relations
- Customer Relations
- Mrketing Communications