

# Topic 7 (Week 13 -14)

## Corporate Roles of PR



# Learning Outcomes:

By the end of the session students analyse the contribution of Public Relations roles in the company corporate image.

The Corporate Public Relations process typically comprises the following four stages:

- Finding out where you are
- Formulating your corporate communication strategy
- Implementing a programme of corporate public relations
- Monitoring and reviewing.

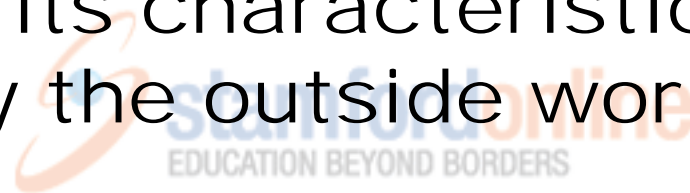
Corporate Public Relations is aimed at one or more of the following:

- The general public
- Investors and financial analysts
- Opinion leaders
- The organisation's own sector, including its competitors and suppliers
- Powerful bodies - regulators, legislators, pressure groups.

# Corporate Image

- Personality

An organisation's personality is the sum total of its characteristics as perceived by the outside world.



- Reputation

An organisation's reputation is what people believe about it, based on their own or others' experience of its

products or services. So organisation may have a reputation for fast service, good quality and consumer care with its customers, for fair dealing with its suppliers, and for solid achievement with its shareholders. Companies may have a good reputation, a bad reputation, or no reputation at all because they are not well enough known.

- Values

An organisation's values contribute to the reputation it has. Corporate values, what the organisation's standards are, form the corporate culture of an organisation.

Increasingly, companies are thrashing out and publishing statements about their values, sometimes in the form of mission statements. Considering and formally stating what those values are makes it easier for staff, customers, suppliers and so on to know what to expect from the company.

- Corporate Identity

Identity is expressed in the names, symbols, logos, colours and rites of passage which the organisation uses to distinguish itself, its brands and its constituent companies. An organisation can use its corporate identity to reflect its personality, to express its values, or simply to show how it is structured.

# Corporate Communications

This term encompasses all the communications activities which an organisation undertakes as a corporate entity: everything, in effect, which comes from head office, is aimed at all staff or which reflects the organisation as a whole. It excludes, therefore, such communications as departmental newsletters and public relations activities on behalf of brands or subsidiaries. It includes the company's website, annual reports, corporate identity programmes, corporate advertising and most investor relations activity.

# Corporate Strategy

The senior management of an organisation typically hammers out its corporate strategy as a result of making decisions about the scope of its activities, what it wants to achieve in the long term and how it will prioritise and allocate resources to achieving its corporate strategic goals.

# Corporate Advertising

Organisations place corporate advertisements in order to establish, develop, enhance and/or change the corporate image of an organisation.

# Corporate Reputation

An organisation's corporate reputation is based on the way all those who come into contact with it perceive its behaviour, or experience its products or service. An organisation's values and its culture affect its reputation.