

Topic 4 (Week 7-8)

Internal PR

Internal Marketing

Internal Communication



Learning Outcomes:

By the end of the session students should understand the activities involved in internal PR, internal marketing, and internal communication.

Internal PR Department

The internal department has at least four factors working in its favour:

- Team membership
 - close working relationship
 - frequent contact
 - confidence, trust and support of management

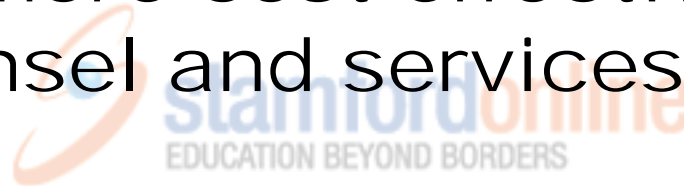


- Knowledge of the organisation
 - staff members know the relationships among individuals and departments
 - undercurrents of influence and politics
 - aware of who can serve as able and articulate spokespersons



- Economy

-when the need for public relations is continuous, and in most organisations it is, then a full time, permanent staff is typically more cost effective than outside counsel and services.



- Availability

- when things go wrong, practitioners are only a minute away from a face-to-face meeting with the organisation's officials.

- availability means being on call for all departments, division, or even decentralised units.

- staff can be called into meetings on short notice.

Cooperation between the PR Manager and management:

- the PR manager should be an efficient professional to gain respect from the management who will then recognise his/her expertise.
- PR manager should use his/her initiative to create rapport with staff in the organisation.



- PR manager must also build up contacts with other organisations and members of the public.

- PR manager must inform management on interviews, speeches and public functions.



- There must be open and honest communication between PR manager and management.

- PR Manager should be kept informed on whatever new developments.

Internal Marketing

Marketing is defined as a creative management function. It is the responsibility of management to come up with creative approaches to whatever product, service or ideas they are trying to sell to the public.

Management must plan, organise, direct and control the marketing effort at every stage from the assessment of customer need to the sale to the ultimate customer.



The Marketing Environment:

- Economic conditions
- Social and cultural forces
- Political and legal forces
- Competition
- Technological developments
- The market
- Suppliers
- Board of directors and other departments



Internal Communication

The goals of the communication process are to inform, persuade, motivate or achieve mutual understanding by choosing a right medium or channel of communication.

Channels of communication:

- Face-to-face
- Meeting
- Phone
- Letter
- Brochure or pamphlet
- Newsletter



Barriers to Effective Communication:

- Filtering
- Selective perception
- Emotions
- Language
- Differences in perception
- Differences in status
- Business jargon

