

Week 1

Public relations processes and strategies consists of three aspects of the overall public relations procedure:

1. The client of the organization for the program that is being prepared;
2. The opportunity or problem that is encountered for the program at this time.
3. All audience to be targeted for communication in the public relations program.

Client Research

Public relations practitioner must be familiar with their clients. If the organization is a business, the practitioner needs to be familiar with its products and services as well as the overall competitive environment.