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**STRATEGIC PLANNING: A VERITABLE TOOL IN THE
PRACTICE OF PUBLIC RELATIONS: A CASE STUDY OF
ANAMBRA STATE PRIMARY EDUCATION BOARD
(SPEB) AWKA.**

BY

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PG/MSc/00/31047

**A RESEARCH PROJECT SUBMITTED IN PARTIAL
FULFILMENT OF THE REQUIREMENT FOR THE AWARD
OF MASTER OF SCIENCE DEGREE (MSC) IN MARKETING
PUBLIC RELATIONS.**

PUBLIC RELATIONS PROGRAMME

DEPARTMENT OF MARKETING

FACULTY OF BUSINESS ADMINISTRATION

UNIVERSITY OF NIGERIA

ENUGU – CAMPUS

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NOV, 2004.

ABSTRACT

Public relations is a potent strategy for the survival of any organization. It is not a gift: it is a profession and discipline that demand hard work from its practitioner in order to succeed. Any organization that uses public relations as a fire-fighting tool will run into big crisis. This is because it is reasonable for an organization to inform and deliberate with public relations personnel of an organization before a retrenchment exercise is carried out. But it is wrong to carry out retrenchment exercise without consultation and then ask the person to go and address the press after the exercise has been carried out.

However the dynamic nature of man and the society in which avarice, corruption, greed and the love for materialism is the order, have caused public relations practice, especially at organization, to assume a business statue. Public relations profession is a microcosm of a larger society.

It is this modern concept of public relations practice, just like any other business, that makes it imperative for public relations practitioners to establish themselves and their public especially client and employees.

It is assumed that public relations practitioners should apply strategic planning in their practice(s). The question remains "how well is this done"?

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The question above is what this research work is poised to answer. The study is also a response to the death of indigenous work in public relations.

The project is therefore divided into five chapters viz: chapter one is the introductory aspect, chapter two is the review of relevant literatures; chapter three is devoted to strategic planning process: chapter four examines public relations in perspectives and chapter five is summary, conclusion, recommendations and suggestion for further studies.

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November 2002~~4~~