

SECTION 4. MARKETING COMMUNICATION AND ADVERTISING IN MODERN BUSINESS

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PUBLIC RELATIONS AS A CORE OF INTEGRATED MARKETING COMMUNICATIONS

In today's modern business environment we face complexes of problems, including multilevel economic issues, difficulties in marketing industry and features of management operation. As "complex" means consisting of different and connected parts, it is reasonable to detect appropriate measures to find the solution.

Integrated Marketing Communications recognizes the value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines: advertising, public relations, personal selling, sales promotion, and combines them to provide clarity, consistency, and maximum communication impact.[1] Integrated Marketing Communications or IMC has specific characteristics: systematicity, integrity, comprehensive approach regarding consumers, interpenetration of elements and synergy. Synergy means that all the constituent elements enhance and complement each other. Such a complicated situation must be solved enabling all the components, diversified methodologies and resources of every sort and kind as a solid mechanism. The foundation of such an approach is public relations. There are many interpretations of the conception, but the author has investigated some of them and come to the definitive conclusion. Public relations or PR is the art and science of sharing genuine, credible, relevant news and information to grow, maintain and protect brand acceptance, awareness, reputation and sales, when appropriate. Public Relations creates measurable, fact-based conversations, events and activities conceived to generate positive, third party endorsements and target audience buy-in. Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.[2] Public relations disciplines may include:

1. Connections with mass media (publicity, media relations). The mass media is a complex of different media technologies that works with a large audience by means of mass communication. Mass media works as an assisting tool providing free publicity and promotion.

2. Corporate PR (formation of the company image). Corporate communications circumscribes all activities that are inside and outside an organization. It contributes good relations between departments.

3. Management in crisis situations or crisis management. Crisis management is an aggregate of various techniques and strategies that is required to cope with unexpected and

momentous situations. It includes detailed planning of omnifarious solutions, establishing monitoring systems and training staff.

4. Relations with staff (Human Resource or HR). The main objective of staff relations is to build, develop and foster good relationships between employees. It also helps to establish productive work environment.

5. Financial public relations (investment PR or IR). Financial relations involve monitoring, analyzing and improving financial situation of organizations.

6. Relations with the authorities and local population (interaction with government, lobbying, political PR, or GR). Public relations can be an effective tool for government to establish relationships with citizens and uphold required positions.

7. Commodity propaganda (PR-support of sales or marketing PR). The rationale of sales promotion is to provide a direct stimulus to produce a desired response by customers. Furthermore, it includes one of the best marketing communication technique – advertising.

In order to understand the importance and necessity of public relations, the author has investigated its main functions, and they are:

1. Anticipating, analyzing and interpreting public opinion, attitudes and issues, operations and plans of the organization.

2. Consulting management at all levels.

3. Protecting the reputation of an organization.

4. Researching, conducting and evaluating different programs in order to achieve public understanding.

5. Implementing efforts to influence or change public policy.

6. Training staff, planning and developing facilities. [3]

On the assumption of what the author has found out and analyzed, it is possible to make a conclusion, that essence of adjusted and effective way of solving problems, developing current situation or forecasting possible courses of events is the integrity of applicable measures. This theme will always be relevant.

References:

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