

## Public Relations Challenges in Georgia: Marketing Communications and Strategies

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**Abstract :** Modern forms of public relations function in an integrated manner together with marketing communication in business companies. This ensures continuity of communication, elimination of duplication in activities, reduction of costs, and strengthening and efficient use of communication means. There exist a number of challenges in implementing integrated forms of public relations in Georgia, especially in terms of marketing communications and strategies. Objectives: The goal of the study is to reveal public relations challenges in Georgian business companies and to develop recommendations along with perfecting marketing communications and strategies. Methodologies: Bibliographic and empirical research has been conducted. Analysis, induction, synthesis, and other methods have been used. Contributions: The challenges of Public relations in Georgia are identified; the perception of different population groups on integrated forms of PR is determined; effective forms of marketing communication are defined; mechanisms for developing marketing strategies are proposed.

**Keywords :** public relations, challenges, marketing communication, strategy

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