

Public Relations for the Faculty of Management Science in Suan Sunandha Rajabhat University

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Abstract : The objectives of this research were to investigate the knowledge and understanding of public relations principles for public relations officials of the office of the faculty of management science in Rajabhat Suan Sunandha University and to determine the approach of public relations for the Office of Faculty of Management Science. The questionnaire was utilized as a tool to collect data. Statistics utilized included frequency, percentage, mean, standard deviation, and regression analysis. The results of the research showed that the public relations officials misunderstood on public relations principles. The lack of the perception in media of the target groups both in-house and outside caused the misunderstanding on the roles, mission, and responsibilities. It would be beneficial to public relations division and other divisions of the office of the faculty of management science to be trained and obtained more knowledge and skills on the public relations to support the public relations work for the organization.

Keywords : faculty of management science, preparation in media, public relations, Suan Sunandha Rajabhat University

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