

The Pro-Active Public Relations of Faculty of Management Science, Suan Sunandha Rajabhat University

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Abstract : The objective of this research was to study the pro-active public relations of according to the characteristic of Faculty of Management Science, Suan Sunandha Rajabhat University. The sample group for this research report was students from 4 year curriculum and continued / extended curriculum, made a random distribution proportion as follows: a group of 400 students who are working while studying and a group of non - working students. The tools used in this research were questionnaires, asking about the acknowledgement of public relations information of Faculty of Management Science in the academic year 2007. The result found that friends were the most influential in choosing the education institute. The differences of method to receive information of non-working student and working student were the entertainment magazine which was interested mostly by working students and they preferred to search the information on the website after 24:00 O'clock. However, the non-working students preferred 21:00-24:00 O'clock the most.

Keywords : development guidelines systems, faculty of management science, public relation planning, proactive public relations

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