



## Public Relations - Strategically important?

*Victoria Friederike Joy Feitsch*

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## **Public Relations - Strategically important?** Victoria Friederike Joy Feitsch

Seminar paper from the year 2009 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1, Robert Gordon University Aberdeen, 9 entries in the bibliography, language: English, abstract: "A communication concept which is systematically planned and optimised may not offer a guarantee for success, however, it minimises the risk of failure." (Mast 2006) [...] However, the effect and importance of tactical decisions and consequential strategic alterations should not be underestimated. Such effects of tactics on an existing strategy will be analysed in the following, while changes in the field of Public Relations, its role within an organisation, aims and responsibilities and its perception in and consequences for the publics will be identified and interpreted. The strategic position and long-term efficiency of Public Relations itself will be highlighted, which will identify PR as a strategically important function for the organisation as an entirety.

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