



ADDIS ABABA UNIVERSITY

COLLEGE OF HUMANITIES GRADUATE STUDIES

SCHOOL OF JOURNALISM AND COMMUNICATION

SPECIALTY IN PUBLIC RELATIONS AND STRATEGIC COMMUNICATION

MARKETING PUBLIC RELATIONS: IN THE DH GEDA BUSINESS GROUP



By: Lessan Demeke Baleh

June, 2019
Addis Ababa, Ethiopia

ADDIS ABABA UNIVERSITY
COLLEGE OF HUMANITIES GRADUATE STUDIES
SCHOOL OF JOURNALISM AND COMMUNICATION
SPECIALTY IN PUBLIC RELATION AND STRATEGIC COMMUNICATION

Marketing Public Relations: In the
DH GEDA Business Group

By

Lessan Demeke Baleh

A Thesis Submitted to the School of Journalism and Communication at Addis Ababa University in Partial Fulfillment of the Requirements for the Award of Degree of Master in Public Relations and Strategic Communication

Advisor: Dr. Amanuel Gebru

June, 2019

Addis Ababa, Ethiopia

DECLARATION

I hereby declare that this thesis titled “Marketing Public Relations: In the DH Geda business group” has been carried out by me under the guidance and supervision of my Advisor Dr. Amanuel Gebru. This thesis is my original work based on reliable data obtained from both primary and secondary sources that are already acknowledged and cited.

Researcher’s Name

Signature

Date

Lessan Demeke

June, 2019

THESIS APPROVAL SHEET

Marketing Public Relations: In the DH GEDA business group

By: Lessan Demeke

Approved by: - Members of the Board of Examiners

Dr. Amanuel Gebru

Advisor

Signature

Date

Dr. Teshager S.

External Examiner

Signature

Date

Ato Mekuria Mekasha

Internal Examiner

Signature

Date

Chair of Department or Graduate Program Coordinator

ACKNOWLEDGEMENT

First of all, I offer my heartfelt thanks to God, for giving me his blessing and endurance to this research work and to make my life easy all the time.

Next, I express my heartfelt gratitude to my advisor Dr. Amanuel Gebru for his invaluable advice, meticulous review, earnest encouragement, constructive suggestions and corrections throughout my thesis work.

Then, my great thanks also goes' to all my family members and friends for their material and moral support.

Last, but not least, I would also like to thank Mis. Genet Gebeyehu, Arc. Yohannis Dejene, Mr. Nigusu Dagne, Tatu K. Habtamu and all the staff member of DH Geda Trade and Industries PLC for your unlimited efforts to provide the essential inputs for the study.

ACRONYMS/ ABBREVIATIONS

AAAA	American Association of Advertising Agencies
AAU	Addis Ababa University
CSR	Corporate Social Responsibility
DH Geda	Private Business Company name (founder Ato Duguma Hunde Geda)
ICT	Information Communication Technology
IMC	Integrated Marketing Communication
MPR	Marketing Public Relation
MA	Master of Art Degree
PLC	Private Limited Company
PR	Public Relation
PRSA	Public Relations Society of America
RQ	Research Question
SPSS	Statistical Package for Social Science

TABLE OF CONTENTS

DECLARATION	i
THESIS APPROVAL SHEET	ii
ACKNOWLEDGEMENT	iii
ACRONYMS/ ABBREVIATIONS.....	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES.....	viii
LIST OF CHARTS	ix
ABSTRACT.....	x
CHAPTER ONE	1
INTRODUCTION	1
1.1. Background of the Study.....	1
1.2. Background of the Organization	2
1.3. Statement of the Problem	3
1.4. Research Questions	3
1.5. Objective of the Study.....	4
1.5.1. General objectives.....	4
1.5.2. Specific objectives	4
1.6. Significance of the Study	4
1.7. Scope of the Study.....	5
1.8. Limitation of the Study.....	5
1.9. Organization of the Study	5
CHAPTER TWO	6
REVIEW OF RELATED LITERATURE	6
Historical and Theoretical Frameworks.....	6
2.1. Historical Overview	6
2.1.1. Development of PR as a Promotion Tool in relation with Marketing	6
2.1.2. Integrated Marketing Communications as MPR	9
2.2. Theoretical Frameworks	10
2.2.1. Public Relations	10
2.2.2. Marketing	11

2.2.3.	Communication	12
2.2.4.	Integrated Marketing Communications	13
2.3.	Marketing Public Relations	15
2.3.1.	Marketing Public Relations Functions	17
2.3.1.1.	Media Representation.....	17
2.3.1.2.	Crisis Communication.....	17
2.3.1.3.	Content Development.....	17
2.3.1.4.	Stakeholder Relations	18
2.3.1.5.	Social Media Management	18
2.3.2.	Marketing Public Relations Strategies.....	18
2.3.2.1.	Research	19
2.3.2.2.	Action Plan.....	19
2.3.2.3.	Communication	19
2.3.2.4.	Evaluation	19
2.4.	Branding.....	21
2.4.1.	Corporate Branding	21
2.4.2.	Corporate Identity	21
2.4.3.	Corporate Social Responsibility	22
2.5.	Public Relations Principle.....	22
CHAPTER THREE		23
RESEARCH DESIGN AND METHODOLOGY		23
3.1.	Design, Methods and Procedures of the Study	23
3.1.1.	Research Design	23
3.1.2.	Source of Data	23
3.1.3.	Sample Size and Sampling Method	24
3.1.4.	Tools of Data Collection	24
3.2.	Methods of Data Analysis	24
CHAPTER FOUR		26
DATA PRESENTATION AND ANALYSIS		26
4.1.	Introduction.....	26
4.2.	Respondents' Demographic Background	26
4.3.	General Overview of DH Geda Marketing Public Relations.....	28

4.4.	Summary of Respondents about Marketing and Public Relations	35
4.5.	Integrated Marketing Communication	37
4.6.	Marketing Public Relations Function Summary	39
4.7.	Marketing Public Relations Strategies.....	40
4.8.	Components of Marketing Public Relations	42
4.9.	Image Building in Private Business Organization	44
4.10.	Marketing Public Relations Practice for Improvement.....	45
CHAPTER FIVE		48
CONCLUSION AND RECOMMENDATION		48
5.1.	CONCLUSION	48
5.2.	RECOMMENDATIONS.....	49
REFERENCE.....		51
Appendixes.....		57

LIST OF TABLES

	Page
Table1. Survey response rate -----	26
Table2. Demographical distribution of respondents -----	27
Table3. Marketing Public Relations overview of respondents on DH Geda -----	29
Table4. Marketing and Public Relations (PRs) -----	36
Table5. Integrated Marketing Communication (IMC) -----	38
Table6. Marketing Public Relations (MPR) Functions -----	39
Table7. Marketing Public Relations Strategies -----	41
Table8. Components of Successful MPR Strategies -----	42
Table9. Branding -----	44

LIST OF CHARTS

	Page
Chart 1: Level of marketing public relations practice -----	30
Chart 2: Corporate marketing department marketing public relations activities -----	31
Chart 3: Major functions of corporate marketing division -----	32
Chart 4: Communication types in relation with marketing public relations practice -----	33
Chart 5: Marketing public relations Functions -----	34
Figure-1: Corporate Communications Theory and Practice-----	7

ABSTRACT

This research sought to examine the status and role of public relations in a private business organization with a focus of DH Geda Trade and Industries PLC. Public relations practice go a long way in creating unimaginable reputation for the organization. The study employed mixed approach. Primary and secondary data relevant for the study was generated through structured questionnaire and in-depth interview. The target population for the study was 76. The study sample was a total of 32 respondents comprising of 29 permanent employees and 3 managers. Purposive sampling technique were used to select the research sites (DH Geda Trade and Industries PLC), while a simple random sampling techniques were used to select the respondents. Descriptive method of data analysis was used. The data obtained from the study were presented and analyzed thematically. The findings shows that the organization did not implement marketing public relation strategy and functions and also they do not use any social media and online communication systems, rather they works more on marketing activities like managing sales teams, leading the staff members, communicating and somehow promoting and advertising organizational products on broadcast media. In terms of smooth or good relationship with its publics as well as building trust and reputations by taking corporate social responsibilities in the company are in question. Based on the survey findings, the researcher concluded that in DH GEDA Business Groups, Marketing Public Relations Strategy were not practiced in a proper way. To overcome the stated problems the researcher recommends that there is a need to provide training support as well as awareness creation to all employees and management teams, regarding Marketing Public Relations Strategies, functions and activities.

Key words: Public Relations (PRs), Integrated Marketing Communication (ICM), Marketing Public Relations (MPR)

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Public Relations (PR) is generally associated with communication activities designed to craft and preserve an organizations image and relationships with its publics.

It is a blood and life to government and non-government organizations as well as for private companies (YeoMans, 2006). Here in our country also public relations have to growing time to time. The federal government giving attention for the field by opening public relation department at Addis Ababa University.

Recently, the role of organizational public relations has expanded as evidenced in the blurring of the once precise boundaries between public relations, advertising, and marketing communication activities. The convergence of these communication activities is in response to an evolving business environment characterized by a loss of shareholder value, declining customer confidence and organizational image crises (Varey, 2002).

On private business organization's integrated marketing communication combines different media to improve the results of marketing campaigns. The goal is to generate both short-term financial returns and build long-term brand and shareholder value.

Marketing public relations has to be programs designed to improve, maintain, or protect the image of the company or its products (Kitchen, 1999). Organizational image and corporate branding have been played many roles on the company's direct relationships between its publics and also, it's important for companies seeking to create a coherent identity with internal and external stakeholders, employees and its publics.

Effective implication of communication creates brand loyal (Kenneth, 2010). This will measure the role of marketing communication in organizational growth. Effective communication builds effective employees.

According to Louis E. Boone (1999) planning and execution of all marketing communications are required in a same way to meet the objective. IMC is also considered as a strategic business process which is used to plan, develop, execute and evaluate the coordinated and assessable influential marketing communication programs relevant to external and internal audience over time (researchandmarkets.com). IMC has positive impact on communications and creativity.

A number of studies have been carried out in order to identify the degree of awareness of the business sector regarding MPR (Duncan, 1985). In Ethiopia, the area is barely explored.

This study intended to explore how the DH Geda marketing communication activities applied on the practice of MPR. In addition, corporate marketing department followed to achieve its goal by creating smooth relationship between the organization and its internal and external stakeholders. The study also focus on investigating organizational image building and corporate social responsibilities this helps to implement systematic PR strategies in the organization.

1.2. Background of the Organization

DH GEDA Trade and Industries has become one of the leading establishments involved in a broad spectrum of industries through concerned with effort of major focus to manufacturing construction input materials, clothes and food items that could offer quality product to their customers. It's in the industry sector producing a multitude of products currently over nine manufacturing industries in the company such as; different types of paint factory, glue, blanket, galvanized iron sheet, wheat flour, tile adhesive, dying and bleaching, calcium carbonate and metal factory. The company has built its own head office and commercial center building around Bole near to Millennium Hall and also several branch offices here in different place of Addis Ababa and all over the country on main cites. Now a days corporate marketing and sales division operates with its more than ten outlet shops in Addis Ababa and branch offices which are located on major towns of the country; Adama/Nathreth, Mekele, Harar, Dessie, Gondar, Dire Dawa, Jigjiga, Bahir Dar, Debre Markos, Shashemene, Hawasa, Jima, Nekemt, Wolayta etc (organizational megazin, 2004).

1.3. Statement of the Problem

Many foreign government and private commercial organizations use marketing public relations for achieving their organizational goals as well as keeping both organizational images and reputations.

In Ethiopia, many governmental and public organizations have their own public relations programs and most of the studies have generally investigated those sectors. The huge potential of marketing public relations needs to be harnessed in Ethiopia's business environment. The purpose of this study was to explore MPR as related to one of Ethiopia's business group DH Geda Trade and Industries.

Due to the limitation of a study on the private business sector related to marketing public relations, the researcher was motivated to do this project on private business organization. This can be studied as part of a corporate communications which needs to be protected and promoted as a strategic and vigorous management discipline (Cornelissen, 2004).

In relation to this, the study explores the relationships between PR, MPR and IMC, how the corporate marketing communication is practiced, which PR model is applied in relation to marketing, how to implement PR strategies on marketing and the effectiveness of the organizational corporate social responsibilities, organizational image building as well as crisis management and what gaps are there for implementing marketing public relations and how they are applied by the private business organization with the components of IMC in relation to MPR strategies.

1.4. Research Questions

The study is designed to seek answers for the following major research questions.

1. How is the status of PR at DH Geda Trade and Industries?
2. What are the challenges of MPR implementation at DH Geda Trade and Industries?
3. What are the perceptions of MPR by the management of DH Geda Trade and Industries?
4. How is the marketing communication with internal and external stakeholders at DH Geda?

1.5. Objective of the Study

1.5.1. General objectives

The intent of this study is to find out the status of PR and challenges of practicing MPR in related to IMC on the private business organization evaluating by using PR strategies in the case of Dh Geda Trade and Industries.

1.5.2. Specific objectives

To achieve the overall objective stated above, the specific objectives of the study have been;

- To assess the status of PR at DH Geda
- To explore factors that challenges the application of MPR at DH Geda Trade and Industries PLC
- To assess to what extent MPR perceived by the management of DH Geda
- To examine the direct relationships between PR, MPR and IMC on the DH Geda business group

1.6. Significance of the Study

The study results have the following potential significance; for the both governmental and private business organizations, NGO's, foreign investors, manufacturing companies, and also researchers etc.

- It helps the top-level management of the organizations have provided detail information about marketing communication, public relations, over all organizational activities and highlights to the strength and weakness of the company's relationship in between its publics.
- To discover sufficient information regarding public relation strategies and activities they may have better understanding about the field.
- To make clear understanding for the readers about examine the meaning of public relation practices that could be useful for other business organizations according to their context.

- The study yields great contribution to develop the scholarly research and literature in the field. Besides providing further evidence to findings of prior studies for further research and validation.
- The findings of the current study would help Ethiopian business organizations get insight on what it takes to improve their strategic communication practices with their publics.

1.7.Scope of the Study

The study was conducted in Addis Ababa city with selected private manufacturing company, which is Dh Geda Trade and Industries; about identifying causes and effects of marketing public relation practices, has focused on Head Office i.e. Top Level Management, particularly Corporate Marketing Department as well as some potential and loyal customers of the company.

1.8. Limitation of the Study

The limitation of the study was collection of complete data from the respondents that haven't enough time and unwillingness of giving sufficient data and some respondents were also unenthusiastic to express their views transparently.

1.9. Organization of the Study

Overview of remaining chapters; the study was organized in five chapters. Chapter Two, Literature Review this chapter covers important issues related to the study; selected review of related Literature offered on historical, theoretical foundation and empirical review of the study have been presented.

Chapter Three, Methodology described how the sample was selected, how the questionnaire that was utilize, construct and validate, and how the data have been gathered and analyzed.

Chapter Four, Findings were presented the results and out comes which correspondent to each component question of the study.

Chapter Five, Summery, Conclusion and Recommendations provided a summary of the entire study, conclusion based up on the findings and recommendations for further research or study based up on the conclusion of the study.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Historical and Theoretical Frameworks

2.1. Historical Overview

2.1.1. Development of PR as a Promotion Tool in relation with Marketing

According to Public Relations Society of America (PRSA) Most of private commercial organizations use PR for promotional purpose; Today's communicators are responsible for developing strategies and implementing integrated tactics across a wide variety of platforms to create differentiated positioning and align business objectives to further amplify the organization's message.

The professional development of public relations expanding in its scope and activities, because of public skepticism, political reform, turmoil and activism throughout the twentieth century, which gradually created a climate in which organizations could no longer suffice with simply engaging in what could be called 'private relations' that is, making business decisions without regard to governmental or public opinion. Whereas power had previously, at the height of the Industrial Revolution, been largely concentrated with big business, the balance had gradually been shifting towards powerful groups in society including governments, trade unions, investors and stockholders, so that organizations could no longer (Cornelissen, 2004) survive while ignoring the impact of social, political, technical and economic changes on its relationships [with public groups]. In direct response to the increased saliency and power of such groups, new areas of expertise such as investor relations, government affairs and employee communications were added to the existing specialty of media relations under the umbrella of public relations, and public relations gradually developed into a fully-fledged 'managerial discipline' (see figure-1).

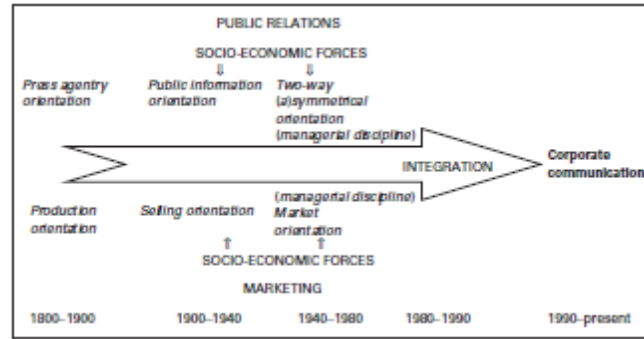


Figure-1 *Corporate Communications Theory and Practice* (Cornelissen 2004:36)

Traditionally, before the 1980s, the marketing and public relations functions had been considered as rather distinct in their perspectives and activities, as having very different objectives and value orientations and with each function going through its own trajectory of professional development. Central to this traditional view was the simple point that marketing deals with markets, while public relations deals with all the public's that excludes existing and prospective customers and consumers of an organization. Markets, from this perspective, are created by the identification of a segment of the population for which a product or service is or could be in demand, and involves product or service-related communications; while publics are seen as actively creating and mobilizing themselves whenever companies make decisions that affect a group of people adversely. These publics are also seen to concern themselves with more general corporate, rather than product-related, news and communications.

Kotler and Mindak (1978) articulated this traditional position by saying that 'marketing exists to sense, serve, and satisfy customer needs at a profit', while public relations exists to produce goodwill with the company's various publics so that these publics do not interfere in the firm's profit-making ability. This split in publics versus markets was further perpetuated by the view that publics need to be addressed by organizations rather differently from markets, through a more balanced or symmetrical process of dialogue and accommodation. Markets, it was suggested, are then primarily approached by unidirectional and asymmetrical message flows from organizations, with a strict aim of persuasion to boost sales or increase a company's market share. Following this line of analysis, many industry commentators, academics and communications experts concurred that while both the marketing and public relations functions are needed in the world of organizations, they have very different objectives and target groups,

and also use very different ways of communicating. As a result, the conclusion was that both functions are distinct and should remain largely separate from one another in their scope and operations.

Clarke (1996) however, time and again appeared in this view of public relations and marketing as two functions that are completely distinct in their objectives and tactics. For one, it had become apparent over and over again that there was at least some common ground or overlap between them. In the 1980s, for instance, concern over the rising costs and impacts of mass media advertising encouraged many companies to examine different means of promoting customer loyalty and of building brand awareness to increase sales.

The use of marketing public relations the publicizing of news and events related to the launching and promotion of products or services that thus effectively involves the use of public relations techniques for marketing purposes has ever since been widely used by organizations. Marketing public relations was found not only to be a cost-effective tool for generating awareness and imagery, but also to imbue the communications of the organization's brands with credibility.

A further blow to the view of public relations and marketing as two separate functions came with the criticism of many theorists and practitioners alike that all forms of communications including public relations are essentially asymmetrical in nature: every form of communication is a value-laden activity employed by an organization with the purpose of exerting symbolic control over its environment.

The Dutch theorist Van der Meiden (1993), for instance, has argued in this respect that the classical views that emphasize the exclusive position of public relations relative to marketing on the basis of the mentioned distinction between symmetrical dialogue and asymmetrical persuasion need fundamental opposition. Viewing public relations as an inherently symmetrical form of communications, and setting it aside from marketing on that basis, is, according to Van der Meiden, in fact a form of false 'Puritanism', which, in the face of the reality of how communications actually works, is 'old-fashioned and unrealistic'. However, he added that, despite the recognition that all forms of communications share asymmetrical roots, there is 'no need for complete amalgamation or fusion' between marketing and public relations.

2.1.2. Integrated Marketing Communications as MPR

Integrated marketing communication (IMC) is the combination of all marketing communications efforts in an integrated way, in order to maximize the communication effects that promote company goals. Private business organization needs to create a good image on their publics that leads to do more effective communication activities; according to American Association of Advertising Agencies (AAAA) in 1989 (Duncan & Caywood, 1996): A concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines (for example, advertising, direct response, sales promotion, and public relations), and then combines these disciplines to provide clarity, consistency and maximum communication impact.

Schultz (2006) states that; IMC is a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive marketing communications programs over time with consumers, customers, prospects, employees and other targeted, relevant external and internal audiences. This confirms that the goal of IMC is to generate both short term financial returns and to build long-term brand and stakeholder value. A more recent and revised definition by Kliatchko (2008) states that: IMC is an audience-driven business process of strategically managing stakeholders, content, channels, and the results of brand communication programs.

Most private business organizations have a strategy of communication; IMC is also focused to achieve specific objectives. Katrandjiev (2000) described two objectives of IMC as; to achieve considerable sales and to build a strong brand image. Schultz (1993) said that objective of IMC is to influence the behavior of target audience. The ultimate goal of IMC is to setup customer oriented sensibilities, help in resource allocation, achieve competitive advantage and develop business process in all direction of organization and its operations that add value for its customer (researchandmarkets.com). Despite these major objectives, there are some common objectives like create brand awareness, favorable customer attitude and to drive business & revenue.

In other words, marketing and public relations as well as integrated marketing communication are both asymmetrical in nature, but, as Van der Meiden (1993) stresses, based on the apparent differences in their objectives, groups addressed and techniques used each still largely stands as a function on its own.

2.2. Theoretical Frameworks

2.2.1. Public Relations

Scholars define the term PR but still they haven't agreed with it; No universally agreed common definition of PR. Harlow (1976), stemming from his analysis of 472 definitions of public relations. What distinguishes this definition from earlier ones is that it includes both the conceptual and operational aspects of public relations (Cutlip et al, 2000): Public relations is the distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication as its principal tools.

On the other hand, PR related to management and marketing activities of business organizations scholars have their point of views some of them are; Public relation is the management through communication of perceptions and strategic relationships between an organization and its internal and external stakeholders (Koekemoer, 1998). Public relations are the management function that identifies, establishes and maintains mutually beneficial relationships between an organization and the various public on whom its success or failure depends (Cutlip et al, 2000).

The narrower aspect of PR which involves an organization's interactions with consumers or with other publics such as governments regarding marketing matters like safety. In short it is the marketing oriented aspect of PR (Kitchen, 1999).

According to CIPR (2004): PR is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It's the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics. Public relation is about reputation the result of what you do, what you say and what others say about you.

Public relations means the actual relationship of the company to the people and that relationship involve more than talk. Public relations is a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and co-operation between an organization and its publics; it involves the management of problems or issues; it helps management to keep informed on and responsive to public opinion; it defines and emphasizes the responsibility of management to serve the public interest; it helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and ethical communication techniques as its principal tools(Wilcox et al., 2003).

One of the most common definitions about the term PR stated by Wilcox et al. (2003) is; Public relation is the art and social science of analyzing trends, predicting their consequences, counseling organization leaders and implementing planned programs of action which is a strategic communication process that will serve both the organizations and the public interest.

2.2.2. Marketing

According to the American Marketing Association (AMA): Marketing is the process of planning and executing the conception, pricing, marketing communication and distribution of ideas, products, and services to create exchanges that satisfy individual and organizational goals. Marketing is the systematic planning, implementation and control of business activities to bring together buyers and sellers. On the other hand, a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Cant et al (2004) also define marketing as a combination of management tasks and decisions aimed at meeting opportunities and threats in a dynamic environment that its market offerings lead to the satisfaction of consumers' needs and wants in such a way that the objectives of the business, the consumer and society are achieved. In fact, the specific role of marketing is to provide assistance in identifying, satisfying, and retaining customers.

2.2.3. Communication

Communication is the lifeblood of all organizations (Fombrun, 2007) it is the medium through which companies large and small access the vital resources they need in order to operate. It is through communication that organizations acquire the primary resources they need such as capital, labor, and raw materials and build up valuable stocks of secondary resources such as “legitimacy” and “reputation” that enable them to operate. Communication is one of the most basic human activities; its importance within the business environment is often underestimated.

The general set of communications objectives and related communications programs or tactics chosen by an organization in order to support the corporate and/or market strategies of the organization. Effective communication does not begin and end with the ability to relay information. It also includes the ability to listen, act assertively, and ask questions when appropriate. Effective communication builds effective employees.

2.2.3.1. Corporate Communication

Corporate communication is the function and process of managing communications between an organization stakeholder groups including markets and publics in its environment. Corporate communication requires an emphasis, not only on external image improvement, but on internally directed activities whereas marketing public relations also practicing for the success of an organization by implementing effective communication strategies. As creating a “diagnostic and alteration capability” to stimulate all employees to work together to support the company’s overall objectives, rather than merely focusing on their functional tasks. Corporate communication is the total communication activity generated by a company to achieve its planned objectives (Jackson, 1987).

Corporate communication adopts a “corporate” point of view. Derived from the Latin “corpus” meaning “body” or “the whole”, it invites communication specialists to focus, first and foremost, on the problems of the organization as a whole. Corporate communication therefore addresses the fulfillment of organizational objectives. Developing a corporate communication perspective does not require establishing a new function in organizations (Harrison, 2001).

2.2.3.2. Marketing Communication

Marketing communications consist primarily of those forms of communication that support sales of products, services and brands. In marketing communications, a distinction is often made between the promotional mix and the public relations mix (Kitchen, 1999).

Almost every author on the subject regards advertising as a vital and salient component of the communication mix. Jefkins (1983) describes advertising as a process of relatively indirect persuasion, based on information about product benefits, designed to create favorable impressions that “turn the mind toward” purchase.

Within the promotional mix, the greatest share of the budget goes to personal selling and sales management. Its distinguishing feature is the direct personal contact that takes place between the seller and the prospective buyer, which tends to facilitate responsiveness to the needs of the individual client. Personal selling involves oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales (Kotler, 1988). A number of authors regard marketing-oriented public relations publicity as an instrument of marketing communication. Publicity consists of non-personal stimulation of demand for a product, service or business unit by planting commercially significant news about it in a published medium or obtaining favorable presentation of it upon radio, television or stage that is not paid for by the sponsor (Kotler, 1988).

2.2.4. Integrated Marketing Communications

Pickton and Broderick (2001) proposed that integrated marketing communication (IMC) is: a process which involves the management and organization of all ‘agents’ in the analysis, planning, implementation and control of all marketing communications contacts, media, messages and promotional tools focused at selected target audiences in such way as to derive the greatest economy, efficiency, effectiveness, enhancement and coherence of marketing communications effort in achieving predetermined product and corporate marketing communications objectives.

2.2.4.1. Components of Integrated Marketing Communication

To develop any strategy, there are always different elements which support to develop that strategy. These components can be said as pillars of that strategy. Each pillar has its importance and all pillars are essential for the successful implementations of strategy. In the same way, IMC strategy is consisted of three main elements: the *consumer* (it is interrogated how consumers get information as well as how the delivery of that exchange of information affects the message's form and contents), the *communication channels* (interrogates several channels and how much effective each channel is in IMC strategy) and the evaluation of *results* (it considers how the level of intricacy in IMC strategies leads marketers to measure result by designing new ways) retrieved on April(wiki.answers.com).

IMC play important role to build the close relationship with customers. It provides the right points to know what the customers want and what their needs are. So the organization can provide life time value to customers. According to Vantamay (2011), there is positive impact of IMC on the organizational performance can be checked through different dimensions; these dimensions are organizational infrastructure, interactivity, mission marketing, strategic consistency and planning & evaluation

2.2.4.2. Integrated Marketing Communication and Brand Equity

Brand equity can be defined as the differential effect of brand knowledge on consumer reaction to the brand marketing; it occurs when the consumer is close with the brand and contains some favorable positive strong and unique brand associations in the memory. Kitchen et al. (2004) identified that IMC is not only a communication process, but also a process connected with management and brands.

According to Schultz (2004) IMC has been suggested as a strategic business process that could cause to establishing brand value. It is widely accepted that influential communication is important in enabling the creation of brand awareness and brand image, that is, brand equity.

2.2.4.3. Effectiveness of Integrated Marketing Communication

When a strategy is applied then first priority is to check and evaluate the result that how far strategy is successful. After the implementation, every strategy gives the result whether in the form of success or failure. All strategies are developed by focusing the success. IMC is also considered as successive strategy.

Providing information, creating awareness, changing attitude, enforcing brand loyalty and building company image are the effective results of IMC (Potluri, 2008). Brand equity can be enhanced by pursuing a strategy that integrates the various marketing communications tools (Vargas, 2005). Vantamay (2011) indicated the five factors to measure the effectiveness of IMC program; these factors are *customer responses* (is mixture of five indicators; these indicators are brand loyalty, customer satisfaction, brand extension, brand referrals and brand preference), *market performance* (is composed of five indicators; these indicators are sales growth, market share growth, ability to command premium price, profitability and sales income), *brand exposures* (is composed of three indicators; these indicators are personal contacts, mass media exposure and contact points exposure), *communication effect* (are composed of four indicators; brand knowledge, brand attitude, brand awareness, and purchase intention) and *channel support* (is composed of one indicator: level of channel cooperation) Higher the level of all indicators shows the IMC is more effective.

According to Vargas (2005) an effective IMC process is concerned with the identifications of target audience, determination of the communication objectives, designing of the message content, selecting the means for communication, defining the media mix, budget & priorities and measuring the effectiveness of effort.

2.3. Marketing Public Relations

The term marketing public relations (MPR) was coined in the 1980s in an effort to distinguish the use of public relations techniques in achieving marketing objectives from the general practice of public relations (Harris, 1997). It is an 'all encompassing' term integrating concepts and tools from public relations, marketing, advertising and research.

Harris stipulate that its growth was supported by the recognition of its intrinsic value by business executives and the ability of PR professionals to develop PR campaigns in support of marketing strategies. The use of what are traditionally seen as public relations tools media, free publicity within marketing programs; used to reach marketing objectives

The foremost existing definition of MPR is that of (Harris, 1991) According to Kitchen (1997); MPR is the process of planning, executing and evaluating programs that encourage purchase and consumer satisfaction through credible communication of information and impressions that identify companies and their products with the needs, wants, concerns, and interests of consumers; the effectiveness of MPR in winning consumers' trust and long-term relationships with the organization's stakeholders and customers in the selling of its products and/or services and also celebrating special occasions and sponsoring special events and programs.

Kitchen (1999) defines MPR as; a healthy offspring of two parents: marketing and public relations. MPR represents an opportunity for companies to regain a share of voice in a message-satiated society. MPR not only delivers a strong share of voice to win share of mind and heart; it also delivers a better, more effective voice in many cases.

According to Kotler (2003), MPR plays a significant role in the process of launching a new product as well as in the repositioning of a mature product: it can build interest in a product category, influence specific target groups, defend a product which experiences public problems and build the corporate image in a way that reflects favorably on its products/ services. Harris (1991) postulate that MPR refers to the use of public relations strategies and tactics to achieve marketing objectives.

(Duncan, 1985) defines MPR as, any program or effort designed to improve, maintain, or protect the sales or image of a product by encouraging intermediaries, such as traditional mass media, the electronic media, or individuals, to voluntarily pass a message about the firm or product to their audience of businesses or consumers; MPR has the potential to enhance the visibility of products and organizations, inform stakeholders in relation to issues that are critical to the organization, influence public opinion favorably towards the organization, as well as encourage the trial of products and increased usage.

2.3.1. Marketing Public Relations Functions

Public relations functions are designed to help build trust and credibility with groups that are important to your organization. They help raise awareness about your organization as well as give it a chance to define, control and distribute its message to those both inside and outside your company. Effective public relations functions can also promote your organization, help communicate during a crisis or defend its reputation from attacks people make on it in the media. The primary function of PR is to build a beneficial relationship with the public.

2.3.1.1. Media Representation

Representing a company or individual to the media is one of the more well-known functions of public relations. Media management includes developing and distributing both written and video news releases, pitching stories to journalists and responding to reporter inquiries. Depending on the organization, spokesperson duties may also be handled by the public relations department. Media representation also includes monitoring and measuring news coverage of the organization or individual (YeoMans, 2006).

2.3.1.2. Crisis Communication

Protecting a company from a threat to its reputation is another public relations function. While media representation is a part of crisis communication, preparing a crisis communication plan and training leadership and employees on its components is handled by a public relations department. A crisis communication plan developed by a public relations team typically includes determining specific logistics for expected reporters, the designation of an official spokesperson for the crisis, the development of targeted messages for internal and external audiences and training for company leadership on how to handle tough or hostile questions (Price, 2008).

2.3.1.3. Content Development

Preparing documents, written and electronic, is another function of public relations. Content developed by a public relations department include company newsletters, blogs, speeches and annual reports. Content may also be written for another member of the company, such as a letter to employees from the CEO. Often, a public relations department will work with another

department to ensure a project fits with an overall company message. For example, a public relations department may work with advertising and marketing departments on creating a description, report or other content about a new product or service (Harris, 1991).

2.3.1.4. Stakeholder Relations

Stakeholders are any persons or groups who have an interest in or could be affected by an organization's objectives or actions, such as the company's employees, lenders and government agencies. Representing an organization to stakeholder groups is another function of public relations. For example, you'll want to give employees and prospective employees a positive image of the business, and make it seem relevant, successful and important, so people want to work for you (Kruckeberg, 2013).

2.3.1.5. Social Media Management

Establishing, monitoring or growing an organization's online presence is another function of public relations. Specific tasks may include creating or updating Facebook pages, tweeting information and keeping an eye on what others are saying in cyberspace about an organization.

MPR activities include both marketing and public relations techniques and tactics to enhance the selling of an organization's product and/or service. For instance, public relations techniques may include gaining media attention and consumer interest to generate free publicity for the organization's product and/or service (Harris, 1991).

MPR activities are directed at abundant two-way interaction between the organization and its various stakeholders and customers, at community involvement and at making the organization's product and/or service more visible.

2.3.2. Marketing Public Relations Strategies

The communication specialists are always expected to develop a new tactic concerning the organization's communication toward the public, in order to catch particularly the attention of target audience. To achieve such, result the PR professionals advised following the next scientific strategy in their local and international activity, according to (Oliver, 2004). These are Research, Action plane, Communicating and Evaluating (RACE) (Sisay Mammo; June 2018).

2.3.2.1. Research

In this stage, practitioners should define the problem they have to analyze, solve the conditions based on the information found. Detail observation and listening are primary methods to defining the cause. In addition, the interpreted information guides to validate the statement of the problem, and the analysis shows the way of the plan (Oliver, 2004).

2.3.2.2. Action Plan

During this stage, defining the goal and objective, preparing plan of action will make in order to achieve the plan. Identifying target audience, preparing key message and media strategy, including time, budget and other essential resources should incorporate in the action plan.

2.3.2.3. Communication

Communicating the message in a smart process is fundamental to get a successful outcome. Hence, internalizing the objective, fitting with the need and expectations of our audience, the message plan and being aware of the situation in which the communication takes place. Remember that, the goal is to change the thought and behavior of the target audience.

2.3.2.4. Evaluation

In this phase, the effectiveness of the effort has been done to achieve the plan will be measured. Main points are awareness of target audience which is expressed by attitude and behavior change. The criterion and evaluation methods must be determined as the program is planned and as it evolves. Interview, questioner etc. with target audience will be methods of data gathering for the evaluation process (Oliver, 2004).

How does the public view your brand? This is an important question to ask as you build your public relations strategy. There is more to consider than just how your business will be portrayed by the media. How you communicate inside and outside of your organization, events your plan, your involvement in the community and even how you handle a crisis make up your public relations strategy.

According to the Pulse Marketing Agency (2019); there are five components for a successful PR strategy listed here:

Corporate communications: how your business communicates with other businesses, both internally and externally, creates its voice. A corporate communications strategy is the backbone of your overall public relations strategy. It uses your brand's voice to express important messages in a way that your audience will understand.

Media relations: is the relationship an organization has with the press. In order to be successful, you must build a relationship with the correct contact person for each relevant news outlet to ensure that your business is portrayed well in the media. Press releases are news sources which make media relations a symbiotic relationship between the press and businesses.

Community relations: your business is a member of your community. A community relation establishes your business' presence and the perceptions of others. There are many ways your business can get involved in the community through facilitating materials and buildings of education, public health and the environment by actively providing donate service, sponsor and volunteer.

Crisis management: how you face a crisis or other unexpected situation can make or break your business. Having a crisis management plan in place allows your business to operate as normally as possible through a crisis and preserve your image. Internal and external communications are especially important during these times to keep the situation under control. Even if your situation can't be prevented, the very least you can do is be prepared.

Events management: your business' events are a valuable marketing tool, especially with young people who place a high value on experiences. That being said, planning an event is an equally exciting and stressful time for your business. You have to consider when and where the event will be, who will attend, and so much more. Having an events management strategy can keep all of the details of your event organized so it runs as smoothly as possible.

However, there are still some traditional ways of working that are just as relevant in today's PR world when it comes to effective PR strategies (Wirthlin, 2009); some of this are Media Relations, know your market, use technology, Monitor the web and Social awareness.

2.4. Branding

Branding has been referred to as a messaging instrument which helps the business reach its goals and encompasses the promotion of everything associated with the business. According to Keller (2013) brand names themselves come in many different forms and brand elements like logos and symbols also can be based on people, places, things, and abstract images. The American Association of Marketing defines a brand as: a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Branding is also your company's values, meanings, actions and employees and their way of involving your crowd and making engagement for your users / customers (Kotler, 2006).

2.4.1. Corporate Branding

A corporate image creates awareness, triggers recognition, and may also instill confidence among stakeholder groups because these groups will have a clearer picture of the organization (Olin, 2008). Inside the organization, a clear and strong image of the organization can help raise motivation and morale among employees by establishing and perpetuating a '*we*' feeling and by allowing people to identify with their organizations. The idea of people's coming together and working towards a common goal (Stuart, 1999). Corporate branding allows organizations to communicate one message as to what it is and how it wishes to be represented (Sellers, 2002).

2.4.2. Corporate Identity

Every organization has an identity. It articulates the corporate ethos, aims and values and presents a sense of individuality that can help to differentiate the organization within its competitive environment (Balmer, 1997). Monolithic identity is a single all-embracing identity (products all carry the same corporate name), branded identity is an individual businesses or product brands each carry their own name (are seemingly unrelated to each other) and Endorsed identity is businesses and product brands are endorsed or badge with the parent company name (Cornelissen, 2004).

2.4.3. Corporate Social Responsibility

Corporate social responsibility as corporate social investment because the organization invests in a specific cause to uplift the community, and in the process, increases its profits. Public relations practitioners manage corporate social responsibility programs of organizations in order to create a favorable corporate image for the organization. Public relation keeps management informed of and responsive to social needs through communication (Cant et al, 2004).

At the European Summit in Lisbon (March, 2000), the European Council made a special appeal to companies' sense of responsibility, and linked CSR strategic goal for a knowledge based and highly competitive, as well as socially inclusive.

MPR considers corporate social responsibility as an essential MPR activity to enhance the credibility of an organization's products and/or services.

Carroll (1979) refer to organizations are for instance, financially involved in programs that both benefit and uplift the community such as education, job creation, health services, social welfare, community development, environmental conservation, art and culture and housing.

Apart from being externally socially responsible, organizations can also be internally socially responsible when they care for their employees through the provision of appropriate housing and health programs, etc (Cant et al, 2004).

2.5. Public Relations Principle

PR professionals should stress the principle of the profession to evaluate and measure the success of their effort. Build your brand, increase demand for your product or service, broaden your customer base, create trust for your company and its products, establish a leadership position for your company, shift the perception of your product, develop awareness of a new product or service, strengthen employee morale and attract first-rate talent to your company, enhance the perceived value of your company, and establish your company as socially responsible, be loyal to your organization and customers (Wirthlin, 2009).

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1. Design, Methods and Procedures of the Study

3.1.1. Research Design

Based on the research problem and stated objectives, descriptive survey design was employed. To be conducting this research both qualitative and quantitative data have been used, assuming that it helps to gather a large variety of data related to the problem under consideration. The study intends to describe and interpret the existing facts.

3.1.2. Source of Data

The data were collected both primary and secondary sources.

- Primary data

The primary data was collected through interview and questionnaires distributed to respondents to Managing Director, Corporate Marketing Manager, Marketing Supervisors, Sales and Promotion teams, Customers, Stakeholders and Principals of the Company under study. The selection of these people as a source of data is based on the experience that they have been better information and actual participation in relation to the study.

- Secondary data

The secondary sources of data for this study were obtained from publications of the available documents of the organization's annual report, organizational business profile magazines, past research materials, theories and professional field of studies, books etc.

3.1.3. Sample Size and Sampling Method

To make the research manageable and achieve the desired result, the researcher was used purposive sampling method from the people directly related to the problem and to increase the portion of a number of respondents participating with the study. Currently DH Geda have not more than 76 marketing professionals and sales teams. From these permanent employees, the researcher selects 32 respondents including 3 managers from top level management team for in-depth interview of the total population. The researcher used the selected workers as respondents by using purposive sampling methods.

3.1.4. Tools of Data Collection

To obtain valid and reliable data for the study, the researcher has been used both primary and secondary data. Primary data is collected by using structured questionnaires and in depth interview. This is because there is a high possibility of restricting respondents' response towards the target variables in the study and information required. The question was employed both open and closed ended questions. This is because beside its low cost and give the respondents time to give well through answers and variable like level of educations, requires closed questions on the other hand, reason for informality challenges they were facing is attached with open ended questions. For this reason, method of data collection was sequential explanatory strategy for open and close ended responses.

3.2. Methods of Data Analysis

In this research questionnaires are coded and checked for consistency to analyze the customer's response by using Statistical Package for Social Science (SPSS) version 25 and the research method of data analysis with the help of quantitative and qualitative methods of statically tools the sequential explanatory strategy (Creswell, 2008) have been used.

A sequential explanatory design is a popular strategy for mixed methods design that often appeals to researchers with strong quantitative leanings (Creswell, 2009). It is typically used to explain and interpret quantitative results by collecting and analyzing follow-up qualitative data. It can be especially useful when unexpected results arise from a quantitative study.

The straightforward nature of this design is one of its main strengths. It is easy to implement because the steps fall into clear, separate stages. In addition, this design feature makes it easy to describe and to report (Creswell, 2009).

After all the relevant data were collected, then they are described by using tabulation through computation of percentage and analyzing the content of respondent's interview results for both quantitative and qualitative methods respectively. Finally, based on the analyzed data, conclusions were made and possible recommendations also developed.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1. Introduction

The main purpose of the study was to assess the overall activities of Marketing Public Relations status and practice of Dh Geda Trade and Industries. To gather the required data for the study, questionnaire and in-depth interview were employed as major tools and the researcher used table, chart and graphs to describe the data.

A structured questionnaire was distributed to the respondents that selected randomly from permanent employees (whose positions are related to PR and Marketing) of DH Geda. Out of 32 respondents 30 were completed and returned (see Table 1 below). Return rate of 93.75 percent were a reliable score for analysis and reporting.

Table 1. Survey response rate

No.	Respondent	Size
1.	Sample size	32
2.	Completed and returned questionnaire	30
Response rate		93.75%

Source: Survey outcome

4.2. Respondents' Demographic Background

The following table (*Table 2*) below shows crosses tabulation of respondents' general demographic background of sample informants by age, sex, educational qualification, work experience and working position.

Table 2. Demographical distribution of respondents

No.	Sex	Frequency	Percentage
1.	Male	23	76.67%
2.	Female	7	23.33%
Total		30	100%
No.	Age Interval		
1.	20-25	0	0%
2.	26-30	12	40%
3.	31-35	6	20%
4.	36-40	8	26.67%
5.	Above 40	4	13.33%
Total		30	100%
No.	Level of Education		
1.	Certificate	21	70%
2.	Diploma	3	10%
3.	BA/BSc Degree	5	16.67%
4.	MA/MSc Degree	1	3.33%
5.	PhD/Doctorate Degree	0	0%
Total		30	100%
No.	Years of Experience		
1.	Less than 5 years	6	20%
2.	6- 10 years	9	30%
3.	Above 10 years	15	50%
Total		30	100%
No.	Job title of respondents		
1.	Sales	23	76.67%
2.	Sales Supervisor	2	6.67%
3.	Marketing Mgr.	1	3.33%
4.	Others	4	13.33%
Total		30	100%

Source: organized by the researcher

From the total respondents 23 (76.67 percent) are male and 7(23.33 percent) are females; based on this it shows that male respondents are much more than females but all are participated.

Age interval of respondent's shows younger employees on the age of 26-30 (40 percent) are working there and from the age of 31 up to 35 (20 percent), from 36-40 (26.67 percent) and more than 40 (13.33 percent).

On the other hand, educational background of respondents' 70 percent has a certificate holder, 10 percent diploma, close to 17 percent degree and only 3 percent of respondents have MA degree.

In relation with marketing and PR experience 50 percent of respondents have more than ten years of experience, 30 percent of respondents have in between 5 up to 10 year and 20 percent have from one up to five years' experience.

Working positions or job titles of respondents also listed in the above table, more than 76 percent has sales person, two sales supervisors and one corporate marketing manager.

4.3. General Overview of DH Geda Marketing Public Relations

From table 3 below, 67 percent of respondents have said public relations is not professional activity in DH Geda Trade and Industries, 23 percent of respondents have yes and 10 percent of respondents shows difficult to say a professional activity. It shows almost 77 percent of respondents agreed with public relations not yet a professional activity in the listed private business organization. Public relation is about reputation the result of what you do, what you say and what others say about you. Public Relations Practice is the discipline which looks after reputation with the aim of earning understanding and support, and influencing opinion and behavior (Kruckeberg, 2004).

The respondents have agreed on public relations required a professional training 90 percent of them have say yes and the remaining 10 percent of respondents have said no and difficult to say. Mastery of a particular intellectual skill through education and training acceptance of duties to a broader society than merely one's clients or employers; objectivity; high standards of conduct and performance (Cutlip et al, 1985).

In fact, based on the response of respondents all of them agreed 100 percent on marketing public relations have an appropriate importance of the organization.

Table 3. Marketing Public Relations overview of respondents on DH Geda

No.	Is public relations a professional activity in your organization?	Frequency	Percentage
1.	Yes	7	23.33%
2.	No	20	66.67%
3.	Difficult to say	3	10%
Total		30	100%
No.	Does public relations require professional training?		
1.	Yes	27	90%
2.	No	2	6.67%
3.	Difficult to say	1	3.33%
Total		30	100%
No.	Is marketing public relations give an appropriate importance for your organizations?		
1.	Yes	30	100%
2.	No	0	0%
3.	Difficult to say	0	0%
Total		30	100%
No.	Is corporate marketing department seen as a core process?		
1.	Yes	8	26.67%
2.	No	4	13.33%
3.	Difficult to say	18	60%
Total		30	100%
No.	Are public relations experts assigned based on appropriate knowledge, capacity and skills?		
1.	Yes	3	10%
2.	No	23	76.67%
3.	Difficult to say	4	13.33%
Total		30	100%

Source: organized by the researcher

Corporate marketing department of DH Geda haven't seen as a core process, 73 percent of respondents have difficult to say and not it so.

Almost 90 percent of respondents' show that expertise from DH Geda have not yet assigned based on the appropriate knowledge, capacity and skills.

- **Respondent's response on major Marketing Public Relations questions**

1. What do you believe about the level of marketing public relations practice for your organization?

In chart one below discussed about the level of marketing public relations practiced in DH Geda; 73 percent of respondents have agreed on low performance activities and the remaining 27 percent of them have says the organization practiced on the medium level. Based on respondents result the organization does not practice marketing public relations. On the other hand, they have working on marketing activities not on relationships with customers and stakeholders.

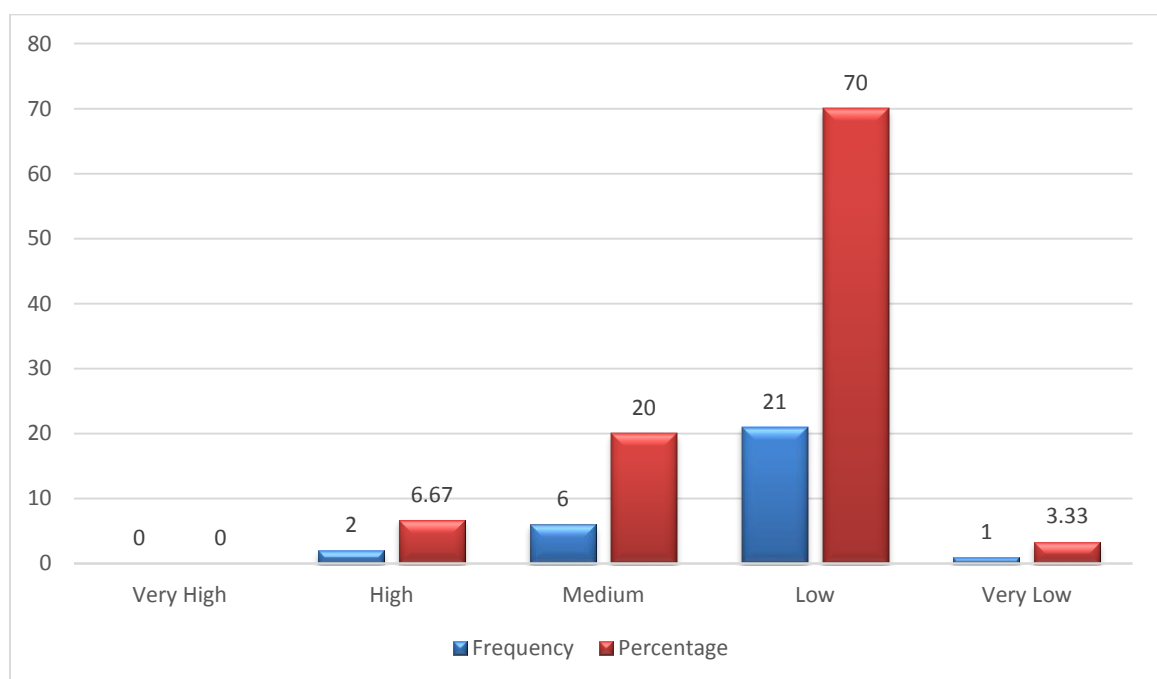


Chart One_ Level of marketing public relations practice

It shows that DH Geda perform low practicing activity of marketing public relations, in the business organization they may have several competitors as well as they face complains and challenges from customers.

MPR constitutes an integrated and interactive way of planning, executing and evaluating communication in order to enhance credibility, trust and long-term relationships with the organization's stakeholders and customers in the selling of its products and/or services.

2. What is the major activity of marketing public relations mostly played by the corporate marketing department of DH Geda?

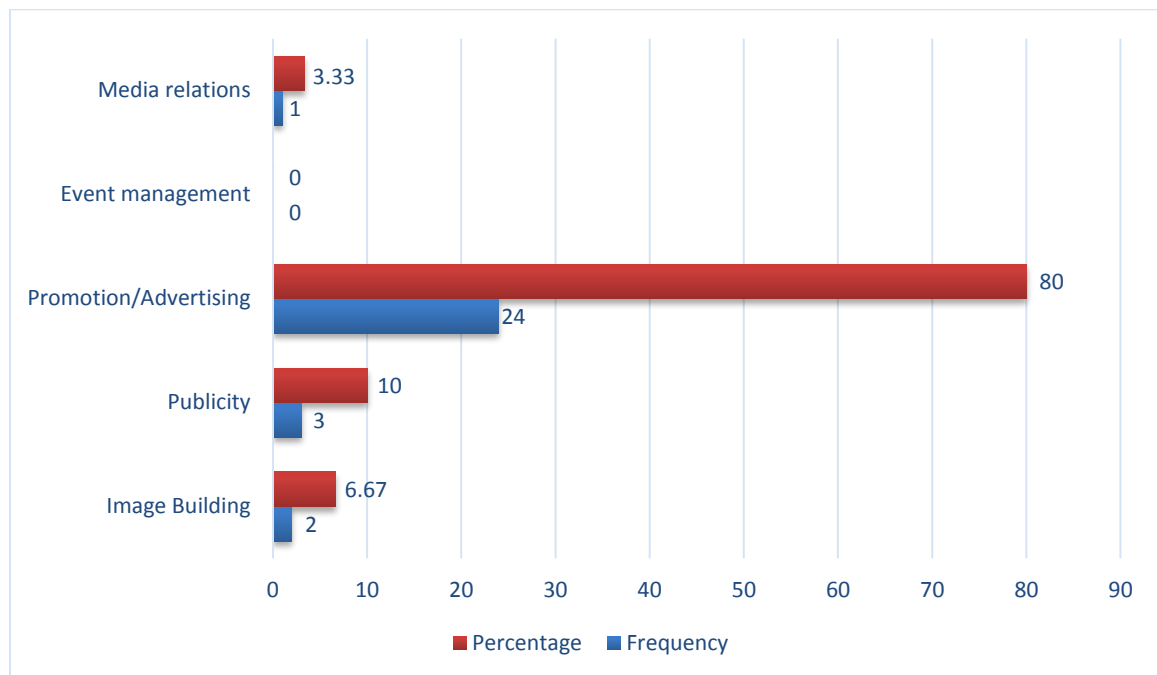


Chart Two_ Corporate marketing department marketing public relations activities

Corporate marketing department of the organization have mostly activated on promotion and advertising 80 percent of respondents have says it's shown in the above chart two. Additionally, publicity, image building and media relations are 10, 7, and 3 percent of other secondary activities of the department respectively.

Promotion is more than just the use of several communication-based activities. All forms of the promotional mix should be planned and implemented in a manner that will satisfy organizational objectives (Kitchen, 2004). Advertising, as part of the promotional strategy, needs to deliver a message to the target market that will lead to a favorable reaction. Its main aim is to motivate the audience to take the next step of action.

3. Which one is the major function of corporate marketing department of your organization?

There are several major functions of corporate marketing department in relation with public relations and marketing activities. From those mostly the department controlling all marketing activities as the 60 percent of the total respondents have discussed below in chart three, leading sales teams also have 33 percent and 7 percent have says doing management functions.

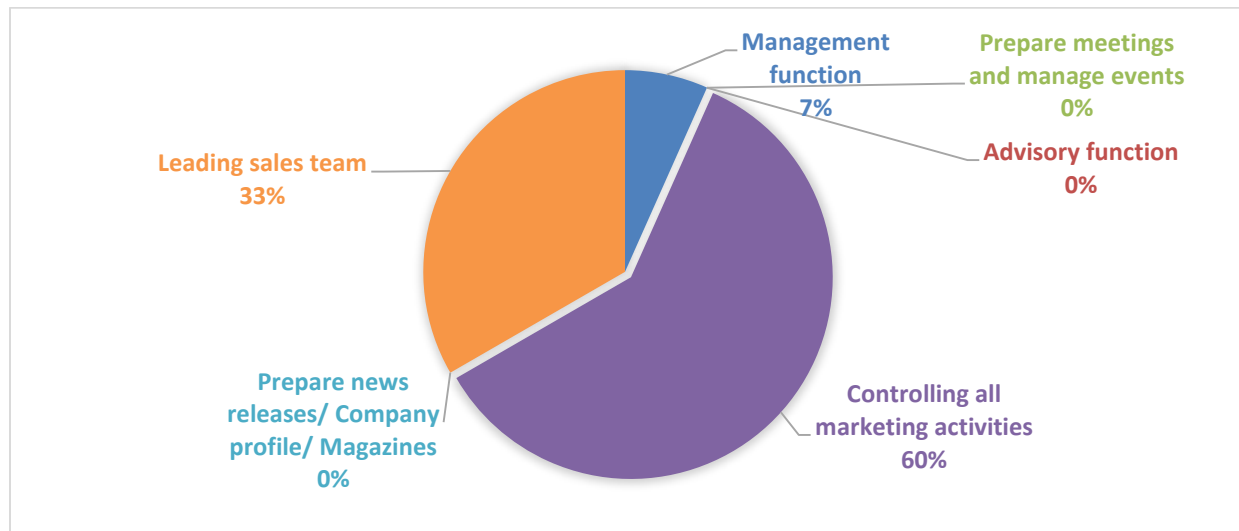


Chart Three_ Major functions of corporate marketing division

The old name for marketing public relations was publicity, which was seen simply as activities to promote a company or its products by planting news about it in media not paid for by the sponsor. Public relation is a much broader concept that includes publicity as well as many other activities. Public relations departments use many different tools (Kruckeberg, 2013). This are:

- Press relations or press agency: Creating and placing newsworthy information in the news media to attract attention to a person, product or service.
- Product publicity: Publicizing specific products
- Public affairs: Building and maintaining local, national and international relations
- Lobbying: Building and maintaining relations with legislators and government officials to influence legislation and regulation

- Investor relations: Maintaining relationships with shareholders and others in the financial community
- Development: Public relations with donors or members of non-profit organizations to gain financial or volunteer support

The internal communications role is similar to that of working with any other audience or public. It is important that it not be a one-way effort, solely communicating the party line or canned management messages, few people like to be fed information with no opportunity to respond or comment. As with the other roles, listening is an important part of the process.

4. Which type of communication is more practically used in corporate marketing department of your organization in relation with marketing public relation?

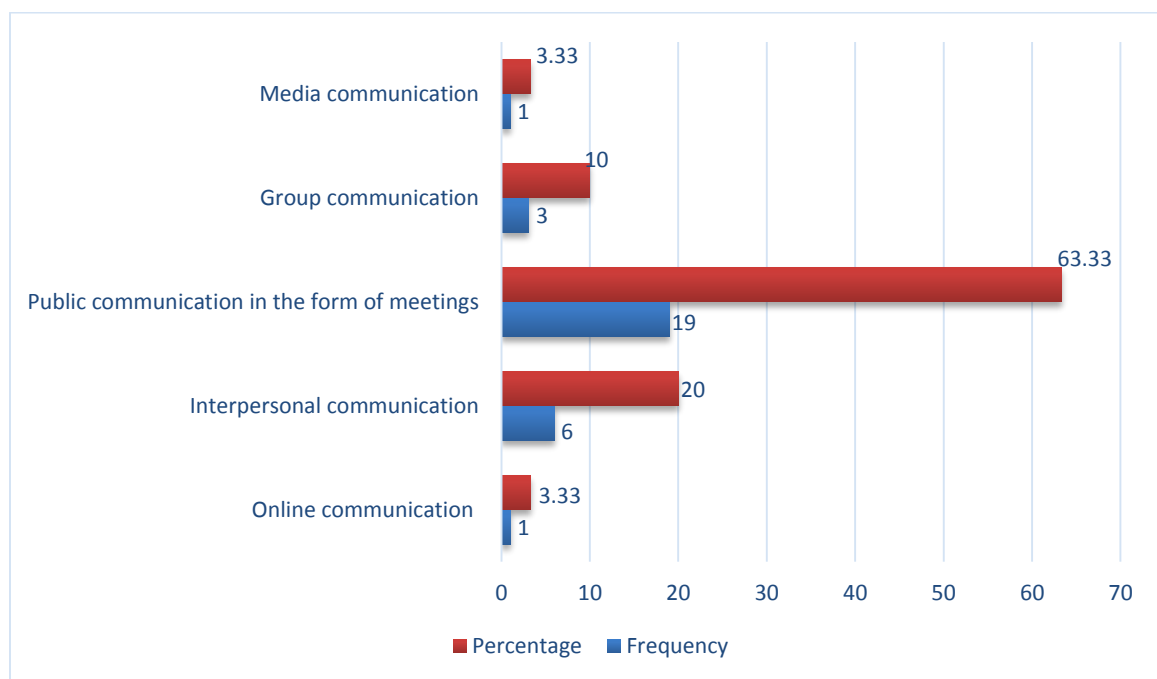


Chart Four_ Communication types in relation with marketing public relations practice

In terms of respondent's response rate, public communication in the form of meetings have more practically used by the organization which means 64 percent of the respondents agreed (see chart four). Interpersonal communication has 20 percent, 10 percent group communication, online and media communication do not that much used by the organization.

In this role, a communicator works closely with the entities that most influence the perception of the organization and its products and services among potential clients or customers. These can include the media, community groups, and other key audiences or publics.

The communicator must build a relationship of responsiveness and trust with these publics, so they realize that the information they receive is accurate and honest.

5. Which type of marketing public relation functions mostly practiced in your organization?

Content development is the most functions which is practiced in the organization 67 percent of respondents' shows that stockholder relation 20 percent and crisis communication have 13 percent and they do not have social media management and media representation as respondents shows the result below in chart five.

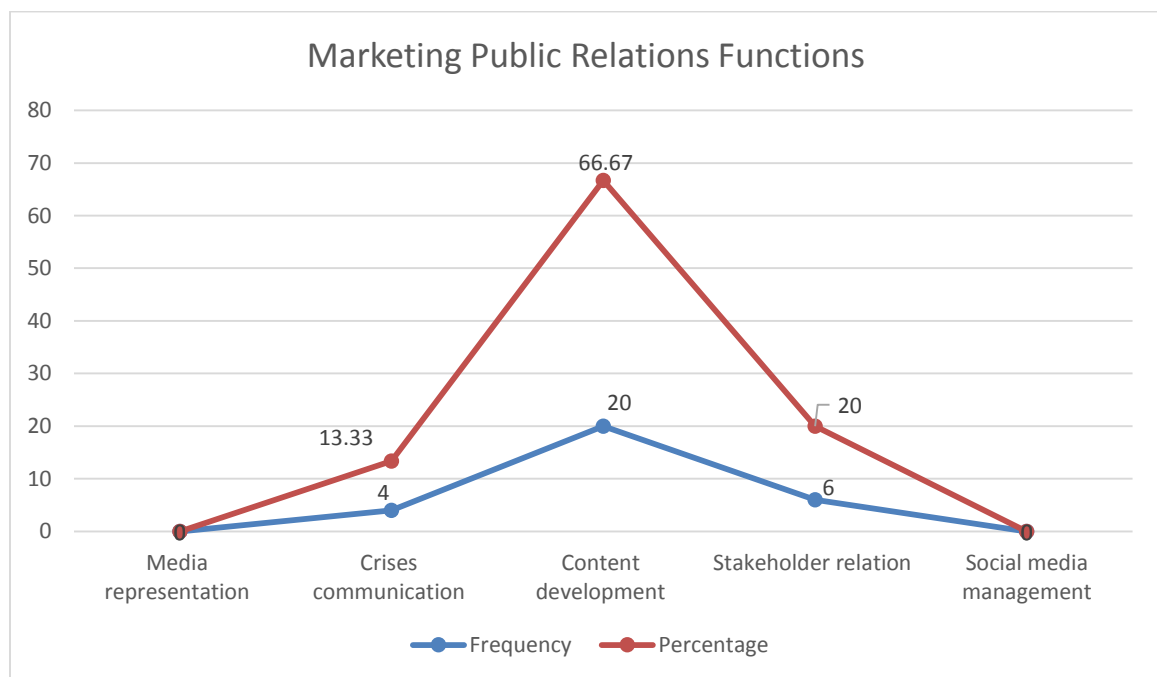


Chart Five_ Marketing public relations Functions

There's no better PR strategy than local awareness (Social Awareness). Consumers especially are more likely to buy into a product or idea that gives back to the community just look at how successful eco-friendly businesses are compared to non-green competitors. It is now evident that public relations is an exciting contemporary managerial discipline with many skills, techniques and strategies to offer to business organizations in both a corporate and marketing communications domain (Kitchen, 1997).

A core function of PR is to quickly distribute information and generate awareness among large audiences. Seeing a company name published across a trusted news source implies validation and leaves the impression that the brand is credible and trustworthy.

4.4. Summary of Respondents about Marketing and Public Relations

Table 4 below shows the relationship between marketing and public relations that, more than 83 percent (mean value 2.20, standard deviation 0.61) of respondents do not agree with marketing professionals are of having public relations knowledge, only 6.67 percent of respondents are agreed with it and the remaining 10 percent are neutral. Based on the respondents result marketing professionals of DH Geda having only marketing knowledge and experience's, they do not have that much public relation skill and capacity. This shows that the organization may face challenges for practicing marketing public relations rather than selling and promoting products creating positive relations with customers are advantageous for the organizational image and reputation.

Additionally, 77 percent (mean value 2.70, standard deviation 0.988) of respondents do not agree with marketing and PRs are doing under professional principles, standards and ethics in the selected private business organization and around 23 percent agree with that; it shows professionals are not assigned with their own performance.

On the other hand, Marketing and PRs are inter related fields in most private business organizations more than 97 percent (mean value 4.23, standard deviation 0.504) of respondents agree with this and only 3 percent of respondents disagree. The result of respondents show that marketing and public relations are more related fields in most of private profit making organizations but they practiced for only marketing and promotional purpose. That directly affects the organizational image and reputation as well as stakeholders' relations.

Public relations (PR) is a management function aimed at managing the relationships and communication between the organization and various public groups to establish common goodwill and maintain the good reputation of the organization (Arens et al., 2011).

Table 4. Marketing and Public Relations (PRs)

Marketing and Public Relations(PRs)	Strongly Agree (5) %	Agree (4) %	Neutral (3) %	Disagree (2) %	Strongly Disagree (1) %	Mean	St. Dev
Marketing professionals are of having public relations knowledge	-	6.67	10	80	3.33	2.20	.610
Marketing and PRs are done under professional principles, standards & ethics	6.67	16.67	16.67	60	-	2.70	.988
Marketing and PRs are inter related fields in most private business organizations	26.67	70	3.33	-	-	4.23	.504

Source: Survey outcome

Cant et al (2004) define marketing as a combination of management tasks and decisions aimed at meeting opportunities and threats in a dynamic environment in such a way that its market offerings lead to the satisfaction of consumers' needs and wants in such a way that the objectives of the business, the consumer and society are achieved.

The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, services, organizations, and events to create and maintain relationships that will satisfy individual and organizational objectives (Books, 2002).

4.5. Integrated Marketing Communication

Table 5 shows, integrated marketing communication programs as marketing public relations (MPR) is used to plan and develop strategic business process of the organization. 73 percent (mean value 3.57, standard deviation 0.073) of respondents have agreed with this and 27 percent are not agreed.

Most of respondents 87 percent have (mean value 3.87, standard deviation 0.629) agree with media is used to perform specific role and to create awareness about the product (new) and the remaining 13 percent of respondents do not agree.

Belch. M. (2007) hold that Integrated marketing communication is a process of developing and strengthening uniformly beneficial relationships with various stakeholders. This is done by creating a strategic plan of communications that will enable constructive contact with the organization/brand through a variety of media. And it is also the process utilized to develop strategic brand communication programs that will satisfy important internal and external stakeholders.

On the other hand, 80 percent (mean value 2.57, standard deviation 0.935) of respondents agree on the integrated marketing communications do not as such provide the information at every stage with internal and external stakeholders. The remaining 20 percent have agreed up on IMC providing information with its publics.

However, 17 percent of the total respondents have agreed on the organization have doing each element and components of integrated marketing communication strategy effectively and 83 percent (mean value 2.50, standard deviation 0.938) of respondents do not agree; it shows that the organization should be done, managed and activate each element and components in effective way.

Table 5. Integrated Marketing Communication (IMC)

Integrated Marketing Communication(IMC)	Strongly Agree (5) %	Agree (4) %	Neutral (3) %	Disagree (2) %	Strongly Disagree (1) %	Mean	St. Dev
Strategic business process is used to plan and develop integrated marketing communications programs as marketing public relations(MPR)	10	63.33	6.67	13.33	6.67	3.57	.073
In your organization media is used to perform specific role and to create awareness about the product(new)	6.67	80	6.67	6.67	-	3.87	.629
IMC provide the information at every stage (with internal and external stakeholders)	-	20	26.67	43.33	10	2.57	.935
Does your organization effective in each element and components of IMC strategy	-	16.67	30	40	13.33	2.50	.938

Source: Survey outcome

The importance of effective communication in PR is clear, as it impacts on not only customers, but also on other stakeholders too.

4.6. Marketing Public Relations Function Summary

Table 6. Marketing Public Relations (MPR) Functions

Marketing Public Relations(MPR) Functions	Strongly Agree (5) %	Agree (4) %	Neutral (3) %	Disagree (2) %	Strongly Disagree (1) %	Mean	St. Dev
MPR functions are designed to build trust and credibility that important to your organization	23.33	46.67	-	30	-	3.63	1.159
Crises communication protecting your company from a threat to its reputation	10	86.67	-	3.33	-	4.03	.490
Developing content include company newsletters, flyer, brochure, blogs, speeches and annual reports etc	26.67	66.67	6.67	-	-	4.20	.551
Having good customer/ stakeholder relationship	10	56.67	3.33	26.67	3.33	3.43	1.104

Source: Survey outcome

The above table 6 shows, 70 percent (mean value 3.63, standard deviation 1.159) of respondents agreed on marketing public relations functions are designed to build trust and credibility that important to your organization and 30 percent of respondents do not yet agree.

Image building and reputation have their own impact on crises communication it protecting your company from a threat to its publics; 97 percent (mean value 4.03, standard deviation 0.409) of respondents agree with this and only 3 percent of respondents are disagreeing.

Almost all of respondents 93 percent (mean value 4.20, standard deviation 0.551) have agree with corporate marketing department of DH Geda have developing content including preparing company newsletters, flyer, brochure, blogs, speeches and annual reports etc and the remaining 7 percent do not agree with it.

On the other hand, 67 percent (mean value 3.43, standard deviation 1.104) agree with having good customer/stakeholder relationship and 33 percent are not agreed; it shows there is a gap in between the organization's and its publics.

MPR as a vital element of the marketing communication mix in that it adds value to an organization's marketing efforts. Kitchen (1999) refers that MPR is the process of planning, executing and evaluating programs that encourage purchase and consumer satisfaction through credible communication of information and impressions that identify companies and their products with the needs, wants, concerns, and interests of consumers.

4.7. Marketing Public Relations Strategies

Table 7 below shows that, the researches done by corporate marketing department of the organization have 60 percent (mean value 3.37, standard deviation 1.033) of respondents agreed and 40 percent do not agree.

Most of respondents, 83 percent (mean value 3.77, standard deviation 0.858) of respondents are agreeing with the organization takes place marketing public relation action plan and 17 percent's do not agree with it.

Additionally, corporate marketing division develop and manage internal and external communication agreed with 77 percent (mean value 3.73, standard deviation 0.740) of respondents and the remaining 23 percent are not yet.

On the other hand, based on respondent's response the organization does not evaluating marketing PR strategies; 67 percent (mean value 2.70, standard deviation 1.088) of respondents do not agree and 33 percent of respondents are agreed with having the organization evaluate marketing public relations strategies.

Table 7. Marketing Public Relations Strategies

Marketing Public Relations Strategies	Strongly Agree (5) %	Agree (4) %	Neutral (3) %	Disagree (2) %	Strongly Disagree (1) %	Mean	St. Dev
Doing a researches by corporate marketing department of your organization	6.67	53.33	13.33	23.33	3.33	3.37	1.033
The organization takes place marketing public relation action plan	10	73.33	-	16.67	-	3.77	.858
Corporate marketing division develop and manage internal and external communication	6.67	70	13.33	10	-	3.73	.740
The organization evaluating marketing PR strategies	-	33.33	16.67	36.67	13.33	2.70	1.088

Source: Survey outcome

This shows that, the organization will aim to reach certain objectives through a well-constructed marketing strategy. Successfully implementing marketing strategies requires a thorough understanding of the fundamentals of communication, as well as careful consideration and integration of the different elements in the marketing mix.

Marketing is a function in the organization and a system aimed at developing, communicating and providing value to consumers. It should be focused on managing customer relations in ways that will be beneficial to the organization and to its stakeholders. Stakeholders include employees, distribution channel members, customers, the media, government and several special-interest groups.

There is more to consider than just how your business will be portrayed by the media. How you communicate inside and outside of your organization, events you plan, your involvement in the community, and even how you handle a crisis make up your public relations strategy.

4.8. Components of Marketing Public Relations

Table 8. Components of Successful MPR Strategies

Components of Successful MPR Strategies	Strongly Agree (5) %	Agree (4) %	Neutral (3) %	Disagree (2) %	Strongly Disagree (1) %	Mean	St. Dev
The organization has successful MPR strategy	6.67	23.33	6.67	53.33	10	2.63	1.159
Have good organizational relation with media	3.33	70	3.33	13.33	10	3.43	1.104
Have a good strategic event management	3.33	33.33	10	46.67	6.67	2.80	1.095
Have a good strategic crises management	13.33	20	3.33	50	13.33	2.70	1.317

Source: Survey outcome

Components of marketing public relations strategies are stated the above table 8, which indicates the organization has not successful marketing public relation strategy.

70 percent (mean value 2.63, standard deviation 1.159) of respondents show that and 30 percent of respondents agree with the organization have successful marketing public relations.

On the other hand, the organization have good organizational relation with media; based on respondents' response rate, 73 percent (mean value 3.43, standard deviation 1.104) and 27 percent of them are not agreed.

Based on results, the organization have not good strategic event management 63 percent (mean value 2.80, standard deviation 1.095) but 37 percent of respondents agree with good organizational strategic event management.

Additionally, 67 percent (mean value 2.70, standard deviation 1.317) do not agree with having a good strategic crises management and 33 percent of respondents are agreed with it. The tool used in public relations is communication, and it is used to reach internal and external stakeholders in a manner that will enhance the organization's overall marketing strategy.

Public relations have several functions in the IMC mix (Skinner, 2004); Planning the problem solving process in collaboration with identified role players and stakeholders. Organizing, writing and editing media releases and other correspondence, as well as liaising with the media, this includes developing activities aimed at image-building and damage-control. Producing presentations and corporate advertisements, among others, the management of PR and training of personnel involved in public appearances. Publicity, which is a subdivision of public relations and is generated when newsworthy items are published without charge in mass media, such as broadcast or print media (Arens et al., 2011). Media relations which have to deal with disseminating information and crisis management also functions of PR.

4.9. Image Building in Private Business Organization

Table 9. Branding

Branding	Strongly Agree (5) %	Agree (4) %	Neutral (3) %	Disagree (2) %	Strongly Disagree (1) %	Mean	St. Dev
Corporate marketing department as MPR have work on corporate branding	20	63.33	3.33	13.33	-	3.90	.885
Corporate marketing department as MPR have work on corporate identity	10	60	10	16.67	3.33	3.57	1.006
Corporate marketing department as MPR have work on corporate social responsibility	23.33	63.33	6.67	6.67	-	4.03	.765

Source: Survey outcome

The table 9 above, from the total respondent's 83 percent (mean value 3.90, standard deviation 0.885) are agree with corporate marketing department have work on corporate branding and 17 percent do not agree.

Additionally, 70 percent (mean value 3.57, standard deviation 1.006) of respondents are agreed with corporate marketing department have work on corporate identity 30 percent are not agreed on it.

On the other hand, 87 percent (mean value 4.03, standard deviation 0.765) of respondents' response shows us corporate marketing department as MPR have work on corporate social responsibility and 13 percent of respondents do not agree with organizational corporate social responsibilities of DH Geda.

Public relations also have various activities that enable building and maintaining the positive reputation of the organization. Ouwersloot and Duncan (2008) identify some PR activities: Doing a research to determine the current views or status of corporate reputation, corporate social responsibility and program implementation. Corporate communication which focuses on the identity and reputation of the organization, as well as the advising of top management, Employee relations, which can also be a division of internal marketing or internal communication plans.

4.10. Marketing Public Relations Practice for Improvement

The researcher raised questions like, what do you think should be done for improving marketing public relations practices in your organization and also other private business organizations as well as what is the status of public relations practice relation with marketing in your organization; to respondents, most of them agree with public relation specially marketing public relations in private business organizations have not yet practiced and it's have under infant stage in our country.

Based on the interviewee's, the status of public relations at DH Geda trade and industries have marketing activities. Key informant one says;

“We practiced public relations as a promotion tool like advertising, personal selling, sales promotion and the like. I think our organization does not well practice”. On the other hand, key informant three says ‘not at all practicing public relations; we just inviting customers and promoting organizational products twice a year in hotel. However, our organization DH Geda corporate marketing department tries to implement marketing strategies and functions. But public relations in our word customer relations are not that much practicing, it's not more than promoting our construction input materials, food items and clothing products’.

Marketing Public relations practice “I think it is an opportunity because private business organizations have profit based institutions that make a business for maximizing market share. So, customer relations have their own advantage for some organizations (Key informant one). Absolutely it is an opportunity when our organization practiced marketing public relations I hope smooth relations with our stakeholders like employees’, suppliers, agents, potential customers and the community also”.

Key informant two describes that, “I think marketing public relations good for service sector. Somehow, it’s a challenge because our organization working on manufacturing investment sector and producing quality products with fair price. Marketing public relation practice may be a challenge, organizations especially business organizations focused on much amount of product selling or service delivery and marketing activities; that did not much concern with relations”.

Key informant three state that, “Our organization may have good relationships with potential and other walking customer and it also be transparent and responsible for those customer’s that directly contribute for effective organizational performance and successful complain handling when the organization may face problem. For doing things in effective way for example promoting and creating awareness about the organizational products we should practice marketing public relations. Maybe we may face some challenge but it’s an opportunity”.

For improving marketing public relations practices on profit making organizations respondents have their own views, Key informant one says; “we do have some public relations strategies and functions but we used as organizational marketing activities and also using marketing and PR interchangeably. I think our organization should be evaluating and assessing the department’s effectiveness as well as doing research’s to improve those gabs already faced in the organization. Thus, activate to recruiting professional staffs, implementing modernized and technologically advanced tactics, techniques and strategies”.

Based on the researcher’s observation, so many companies have not yet used and practiced public relations here in our country that affects directly as well as indirectly the organizations, a company or an institution in terms of smooth or good relationship with its publics as well as maximizing their market share and building trust and reputations by taking corporate social responsibilities.

On the other hand, the relationship between organizations with media and communication channel has their own factors. Key informant three shows that:

“In our organization, we have weak interactions with both broadcast, electronics as well as social and print Media’s. We haven’t any social media account, we have only advert and promote our products and services on radios, exhibitions and in sales promotion. That directly affects the organization not to be successful for addressing and satisfying our customers and stakeholders. It is not enough to address our customers we have to use all type of media to be better than with other competitors”.

In conclusion, “any business organizations, manufacturing or service delivering institutions that should have to trained employee’s, creating awareness for top level management and owners of any company about what to be done for creating positive image and relationships with publics as well as importance of marketing public relations in business organizations” that says (key informant two).

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1. CONCLUSION

Based on the study data, the organization focuses more on marketing activities. This findings show that the organization works more on marketing activities like managing sales teams, leading the staff members, communicating and somehow promoting and advertising organizational products on broadcast media. They do not use any social media and online communication systems. Public relations on the selected private business organization have just working only focus on organizational marketing activities not on the mutual beneficial relationships with its publics.

Marketing public relations are not functioning on the proper way of implementing public relations activities, strategies and functions. They have not well educated employees working there as a staff member,

The respondents response, indicate that corporate marketing department activate on some of public relations activities, but not enough and well organized from the staff member up to their professional skills also in question. The company needs to reform or marketing public relation have assigned to a top level management as a department.

In addition, marketing communications with internal and external stakeholders have its own impact, respondents show that there is gab of effective communication in between the organization and its publics. Internal as well as external smooth relationships and effective communications is used for the organization have more efficient and successful.

In conclusion, marketing public relations have their own importance and opportunities for private business manufacturing and service delivery companies. Not only practicing and implementing marketing public relations activities but also its own contribution for maximizes their market share with reputation, image building and crisis management strategies.

5.2. RECOMMENDATIONS

The objective of this research was to examine the status of private business organizations marketing public relations activities. The outcomes of this study show that, almost all the respondents have agreed with marketing public relations should have progressed from marketing division to their own department for working on management function level as responsibly.

Therefore, based on the findings of this study the researcher forwards the following recommendations to effectively utilize the marketing public relations practices and/or provided to make the organization's public relations activity more efficient. The organization should:

- Provide training support as well as awareness creation to all employees and management teams, regarding Marketing Public Relations Strategies, functions and activities
- Facilitate successful communication strategies; it's crucial for developing relationships
- Practicing MPR should be more creative and innovative in design new approach to solve every challenge and crisis management with new tactics to build positive reputation that can facilitate effective performance.
- Implementing their own marketing public relations strategies to compete with others, as well as branding their organizational image to its publics.
- Marketing communication focuses on building trust, reputation and image branding.
- Organize special events and content analysis
- Prepare booklets, fliers, brochures, magazine, newsletter etc about new and existing product/service
- Manage trade shows, festivals, sports events and exhibits
- Facilitate news conference, symposiums and seminars
- Address publics by printed and electronic media publicity
- Practice online communication
- Work on social responsibility
- Manage crises for protecting organizational image from bias by implementing successful strategies.

Recommendations for further studies

The study topic has new and it requires further research on the root-causes of private business making organizations public relation practice challenges, major determinants, factors, threats and opportunities as well.

REFERENCE

- Arens, et al. (2011). *Auditing Assurance Services in Australia: An Integrated Approach*. 8th edition. Pearson Australia, NSW 2086.
- Balmer, J.M.T. (1997). *Corporate Identity: Past, Present and Future*. International Centre for Corporate Identity Studies. Working paper series 1997/4.
- Belch. M. (2007). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 7th edition. McGraw-Hill Irwin. 11.
- Books, A. (2002). *Inside The Mind: The Art of Public Relations*. London: Aspatore Books.
- Cant, et al. (2006). *Marketing management*. 5th edition. Cape Town: Junta.
- Carroll, C. E. (2013). *The handbook of communication and corporate reputation*. A John Wiley & Sons, Ltd.
- Clarke, S. (1996). *Brand-building through integration Marketing*. 17 October.
- Cornelissen, J. P. (2004). *Corporate Communication Theory and Practice*. London. Thousand Oaks. New Delhi: Sage Publication.
- Creswell. J. W. (2007). *Qualitative inquiry and research: Planning, Conducting and evaluating quantitative and qualitative research* (3rd ed.). Upper Saddle River, NJ: Merrill.
- Creswell. J. W. (2008). *Educational research design: Choosing among five approaches*. 3rd edition. Thousand Oaks, CA: Sage.
- Creswell. J. W. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches*. 3rd edition. 55 City Road, USA: Sage.
- Cutlip, et al. (2000). *Effective Public Relations*. 8th edition. Upper Saddle River, NJ: Prentice Hall.
- Duncan and Caywood. (1996). *The concept, process, and evolution of Integrated Marketing Communication*. Lawrence Erlbaum Associates, Mahwah, NJ. 13-34.

- Endashaw, A. (2019, May Saturday). North District sales division Marketing Manager at DH Geda trade and industries PLC. (L. Demeke, interviewer)
- Fumbrun, C. B. (2005). *Esentials of Corporate Communication*. London and New York: Routladge taylor and francis grououp.
- Hans Ouwersloot & Tom Duncan. (2008). *Integrated Marketing Communications*. McGraw-Hill, illustrated. 313
- Harlow, F. (1976). *Building a Public Relations Definition*, *Public Relations Review*. p. 36
- Harris,T.L. (1991). *The Marketers Guide to Public Relations: How Today's Top Companies Are Using the New PR to Gain a Competitive Edge*. New York: John Wiley & Sons;
- Harris,T.L. (1997). *Integrated marketing public*. New York: McGraw-Hill, pp. 90–105.
- Harrison, S. (2001). *Public Relations: An Introduction*. 2nd edition. London: International Thompson Business Press.
- Jackson, P. (1987). *Corporate Communication for Managers*. London: Pitman.
- Jefkins, F. (1983). *Dictionary of Marketing, Advertising and Public Relations*. London: International Textbook Company.
- Katrاندjiev, H.I. (2000). *Some Aspects of Measuring Integrated Marketing Communication (IMC)*. Economics of Organization. 8th edition, pp. 87-93.
- Keller, K. L. (2013). *Strategic brand management building, measuring, and managing brand equity*. 4th edition. USA: Pearson Education Limited.
- Kenneth E. Clow, & Donald Baack. (2010). *Integrated Advertising, Promotion, and Marketing Communications*. Pearson. 4th edition. 381
- Kitchen, P.J. (1997). *Marketing and public relations: the relationship revisited Journal of Marketing Communications*. London: Prentice Hall.
- Kitchen, P.J. (1999). *Marketing Communications: Principles and Practice*. London: International Thomson Business Press.

- Kitchen, P.J. (2004). *The Emergence of IMC: A Theoretical Perspective*, *Journal of Advertising Research*. pp.19-30.
- Kliatchko, J. (2008). *Revisiting the IMC construct: A revised definition and four pillars*, *International Journal of Advertising*. vol. 27, pp. 113-160.
- Kotler, P., and Mindak, W. (1978). *Marketing and public relations, should they be partners or rivals?* *Journal of Marketing*. 42, 13–20.
- Kotler, P. (1988). *Marketing Management, Analysis, Planning, Implementation and Control*. Englewood Cliffs: Prentice-Hall International.
- Kotler, P. (2003). *Marketing Insights from A to Z: 80 concepts every manager needs to know*. New York and Chichester: John Wiley & Sons.
- Kotler, P. and Keller, K. L. (2006). *Marketing Management*. 12th edition. New Jersey: Prentice Hall.
- Kotler, P. (2006). *Integrated Advertising, Promotion and Marketing Communications*. PrenticeHall PTR. pp. 338.
- Kothari, C. (2004). *Research Methodology, Methodology and Technique (Second Revised Edition)*. New Delhi: New Age International (p) limited publisher.
- Kruckeberg et al. (2004). *This Is PR*. 8th edition. Wadsworth.
- Kruckeberg, D. (2013). *This Is PR, The Realities of PR eleventh edition*. Canada: Cengage Learning.
- Louis E. Boone, & David L. Kurtz. (1999). *Contemporary Marketing*. Dryden Press, University of Michigan. 9-20
- Marketing Magazine: (<http://www.marketingmagazine.co.uk/news/1029564/>)
- Olins, W. (2008). *Trading Identities – Why Countries and Companies are taking on Each Other's Roles*. London: Foreign Policy Centre.

Oliver, S. M. (2004). *Handbook of Corporate Communication and Public Relations Pure and Applied*. Londo And New York: Routledge.

DH Geda Trade and Industries PLC. (2004). *Organizational magazine*. Addis Ababa, Ethiopia.

Pickton, and Broderick. (2001). *Integrated Marketing Communications*. PrenticeHall, Hemel Hempstead.

Potluri, R.M. (2008). *Assessment of Effectiveness of Marketing Communication Mix Elements in Ethiopian Service Sector*, *Journal of Business Management*. pp. 59-64.

Price, T. (2008). *A new Guide to Crisis Managment, When Desaster strikes*. Washington DC: Foundation for Public Affairs.

PRSA (Public Relations Society of America) (2006). *Education for the 21st Century. The Professional Bond. Public Relation Education and the Practice*, PRSA (2006). www.commpred.org/report/2006.

Pulse Marketing Agency: (<https://pulsemarketingagency.com/5-components-successful-public-relations-strategy/>)

Retrieved on March 10, 2004

CIPR. (2004). from, www.ipr.org.uk/direct/news.asp?v1=factfile

Retrieved on March 13, 2019

from, <http://www.managementstudyguide.com/brand-equity.htm>

Retrieved on March 13, 2019

from, http://www.researchandmarkets.com/reports/42715/integrated_marketing_communication.pdf

Retrieved on March 23, 2019

from, http://www.ehow.com/info_8526492_imc-objectives.html

Retrieved on March 24, 2019

from, <http://www.marketing.about.com/od/marketingglossary/g/imcdef.htm>

Retrieved on March 31, 2019

from, http://www.en.wikipedia.org/w/index.php?title=integrated_marketing_communications&oldid=513596700

Retrieved on April 10, 201

from, http://www.wiki.answers.com/Q/What_are_the_IMC_components

Schultz, D.E. (1993). *Integrated Marketing Communications: Maybe Definition is in the Point of View*, Marketing News. Lincolnwood, IL: NTC Business Books.

Schultz, D.E. (2004). *IMC Receives More Appropriate Definition*, Marketing News. Routledge, London. 38 (15), pp.8-9.

Sisay, Mammo. (2018). *The Practice of Government Public Relations*. Addis Ababa, Ethiopia.

Vaeksthus Copenhagen : (<https://startvaekst.dk/file/635801/book-about-branding.pdf>)

Van der Meiden, A. (1993). *Public relations and "other" modalities of professional communications: asymmetric presuppositions for a new theoretical discussion*, *International Public Relations Review*. 16 (3), 8–11, p. 11.

Vantamay, S. (2011). *Performances and Measurement of Integrated Marketing Communications (IMC) of Advertisers in Thailand*, *Journal of Global Management*. 1(1).

Vargas, R.D. (2005). *Integrated Marketing Communications an Effective, Comprehensive Approach*. Business Ventures.

Varey, R.J. (2002). *Marketing Communication*: London: Routledge.

Wall Street Journal: retrieved from wsj on November 22, 2018 <http://online.wsj.com>

Wilcox, D.L. (2003). *Public Relations, Strategies and Tactics*. 7th edition.

Windsor, D. (2001). *The future of corporate social responsibility*, *International Journal of Organizational Analysis*. 9 (3), 225–256, p. 226.

Wirthlin, A. (2009). *Strategic Public Relations*. London: Public Relations Book.

Yeomans, L., & Tench, R. (2006). *Exploring public relations*. England: Pearson Education Limited.

YeoMans, L. (2009). *Exploring public relations, 2nd Edition*. FT Prentice Hall page 5-7

Yohannis, B. (2019, May Saturday). South District sales division Marketing Manager at DH Geda trade and industries PLC. (L. Demeke, interviewer)

Yohannis, T. (2019, May Tuesday). Corporate Marketing Manager at DH Geda trade and industries PLC. (L. Demeke, interviewer)

Appendixes
Addis Ababa University
Graduate School of Journalism and Communications
Research Questionnaire

Dear Respondent:

I am a postgraduate student at Addis Ababa University, School of Journalism and Communications. This questionnaire is prepared to collect data for conducting a study on the title of "*Marketing Public Relations: Its place in the DH Geda business conglomerate*". It will be used as an input on how private business organizations practice marketing public relations and it shows that the status of PR in private business sector. Your genuine and accurate responses will have greater contribution to the dependability of the research findings. Therefore, you are kindly requested to provide your honest and genuine answers to all questions listed here in details. I assure you that all the information you give in this questionnaire will be used for only the purpose of the research and will be kept anonymous. And, thank you very much for your time and all your cooperation in advance.

Lessan Demeke

Mail address: - dlbtilksew@gmail.com

This questionnaire are prepared for the selected respondents of Dh Geda Trade and Industries PLC; Corporate Marketing Manager, Sales Supervisor and Sales team

Part One: -

Personal Information (Please circle or underline your answer)

- I. Sex:** A) Male B) Female
- II. Age:** A) 20-25 B) 26-30 C) 31-35 D) 36-40 E) Above 40
- III. Education:** A) Certificate B) Diploma C) First Degree D) Second Degree E) PhD
- IV. Work Experience:** A) less than 5 years B) 6-10 years C) above 10 years
- V. Work Position :** A) Sales B) Sales Supervisor C) Marketing Mgr. D) Others

Part Two: -

Please answer the following questions by using Circle or tick mark with the appropriate choice

1. Is public relation a professional activity in your organization?
A) Yes B) No C) Difficult to say
2. Does a public relation require professional training?
A) Yes B) No C) Difficult to say
3. Is marketing public relations give an appropriate importance for your organizations?
A) Yes B) No C) Difficult to say
4. Is corporate marketing department seen as a core process?
A) Yes B) No C) Difficult to say
Why is it so? _____
5. Are public relations experts assigned based on appropriate knowledge, capacity and skills?
A) Yes B) No C) Difficult to say
Why is it so? _____
6. What do you believe about the level of marketing public relations practice for your organization?
A) Very high B) High C) Medium D) Low E) Very low
7. What is the major activity of marketing public relations mostly played by the corporate marketing department of DH Geda?
A) Image building B) Publicity C) Promotion/Advertising D) Event management
E) Media relations
8. Which one is the major function of corporate marketing department of your organization?
A) Management function B) Advisory function C) Prepare meetings and manage events
D) Controlling all marketing activities E) Prepare news releases/ Company profile/ Magazines
F) Leading sales team

9. Which type of communication is more practically used in corporate marketing department of your organization in relation with marketing public relation?
- A) Online communication B) Interpersonal communication C) Public communication in the form of meetings D) Group communications E) Media communication
10. Which type of marketing public relation functions mostly practiced in your organization?
- A) Media representation B) Crises communication C) Content development
D) Stakeholder relation E) Social media management

Part Three: -

Major Questions

Your answers in this part are to be given by making a tick (✓) mark on your choice that is provided in front of each question. Please mark or tick your choice in the table below

5= Strongly Agree 4=Agree 3=Neutral 2= Disagree 1= Strongly Disagree

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
No.	Item	1	2	3	4	5
I	Marketing and Public Relations(PRs)					
1	Marketing professionals are of having public relations knowledge					
2	Marketing and PRs are done under professional principles, standards & ethics					
3	Marketing and PRs are inter related fields in most private business organizations					
II	Integrated Marketing Communication(IMC)					
1	Strategic business process is used to plan and develop integrated marketing communications programs as marketing public relations(MPR)					
2	In your organization media is used to perform specific role and to create awareness about the product(new)					
3	IMC provide the information at every stage(with internal and external stakeholders)					
4	Does your organization effective in each element and components of IMC strategy					
III	Marketing Public Relations(MPR) Functions					
1	MPR functions are designed to build trust and credibility that important to your organization					
2	Crises communication protecting your company from a threat to its reputation					
3	Developing content include company newsletters, flyer, brochure, blogs, speeches and annual reports etc					
4	Having good customer/stakeholder relationship					

IV	<i>Marketing Public Relations Strategies</i>					
1	Doing a researches by corporate marketing department of your organization					
2	The organization takes place marketing public relation action plan					
3	Corporate marketing division develop and manage internal and external communication					
4	The organization evaluate marketing PR strategies					
V	<i>Components of Successful MPR Strategies</i>					
1	The organization has successful MPR strategy					
2	Have good organizational relation with media					
3	Have a good strategic event management					
4	Have a good strategic crises management					
VI	<i>Branding</i>					
1	Corporate marketing department as MPR have work on corporate branding					
2	Corporate marketing department as MPR have work on corporate identity					
3	Corporate marketing department as MPR have work on corporate social responsibility					

- I. What do you think should be done for improving marketing public relations practices in your organization?

Questions for Interview

This question prepared for the Management teams of Dh Geda Trade and Industries PLC; Managing Director, Corporate Marketing Manager and Sales Supervisor.

1. In general, what do you believe about marketing public relations applying to private business organization? Is it a challenge or an opportunity? Or what?

Interviewee I- I think it is an opportunity because private business organizations have profit based institutions that make a business for maximizing market share. So customer relations have their own advantage for an organization.

Interviewee II- may be a challenge, organizations especially business organizations focused on much amount of product selling or service delivery and marketing activities; that did not much concerned with relations.

Interviewee III- they may have good relationships with potential and other walking customer and also the will be transparent and responsible for those customer's that directly contribute for effective organizational performance and successful complain handling when the organization may face problem.

2. What do you believe about marketing public relations practice for your organization? Is it a challenge or an opportunity? Or if other please specify?

Interviewee I- absolutely it is an opportunity when our organization practiced marketing public relations I hope smooth relations with our stakeholders like employees', suppliers, agents, potential customers and the community also.

Interviewee II- I think marketing public relations good for service sector. Somehow it's a challenge because our organization working on manufacturing investment sector and producing quality products with fair price.

Interviewee III- for doing things in effective way for example promoting and creating awareness about the organizational products we should practice marketing public relations. May be we may face some challenge but it's an opportunity.

3. Do you think the corporate marketing department needs to restructure in your organizations? Explain, why?

Interviewee I- yes, controlling and leading is our organization corporate marketing department main task but it is not enough we try to set goal and objectives for maximizing market share as well as promoting and advertising our products.

Interviewee II- no, marketing department works on sales and promotion activity we need best customer relationships but we try to fulfill the gap as a department I think no need to restructure the department.

Interviewee III- corporate marketing is a sub department in our organization we may upgrade just like as a main department. I think it is advantageous when we restructure the department that directly responsible for managing director; marketing and public relations are related fields in our organization it helps to build organizational image, promoting products very well and also creating better relationships with stakeholders.

4. What is the status of PR at DH Geda Trade and Industries?

Interviewee I- we practiced public relations as a promotion tool like advertising, personal selling, sales promotion and the like. I think our organization does not well practiced.

Interviewee II- not at all practicing public relations; we just inviting customers and promoting organizational products twice a year in hotel.

Interviewee III- our organization DH Geda corporate marketing department try to implement marketing strategies and functions. But public relations in our word customer relations are not that much practicing, it's not more than promoting our construction input materials, food items and clothing products.

5. What do you think should be done for improving marketing public relations practices in your organization?

Interviewee I- we do have some public relations strategies and functions but we used as organizational marketing activities and also using marketing and PR interchangeably. I think our organization should be evaluating and assessing the department's effectiveness as well as doing research's to improve those gaps already faced in the organization. Thus, activate to recruiting professional staffs, implementing modernized and technologically advanced tactics, techniques and strategies.

Interviewee II- any business organizations, manufacturing or service delivering institutions that should have to trained employee's, creating awareness for top level management and owners of any company about what to be done for creating positive image and relationships with publics as well as importance of marketing public relations in business organizations.

Interviewee III- In our organization we have weak interactions with broadcast, electronics as well as social and print Media's. We haven't any social media account, we have only advert and promote our products and services on radios, exhibitions and in sales promotion. That directly affects the organization not to be successful for addressing and satisfying our customers and stakeholders. It is not enough to address our customers we have to use all type of media to be better than with other competitors.