

RIZVI COLLEGE OF ARTS SCIENCE AND COMMERCE

CORPORATE COMMUNICATION AND PUBLIC
RELATIONS
BRIDGE COURSE

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COORDINATOR

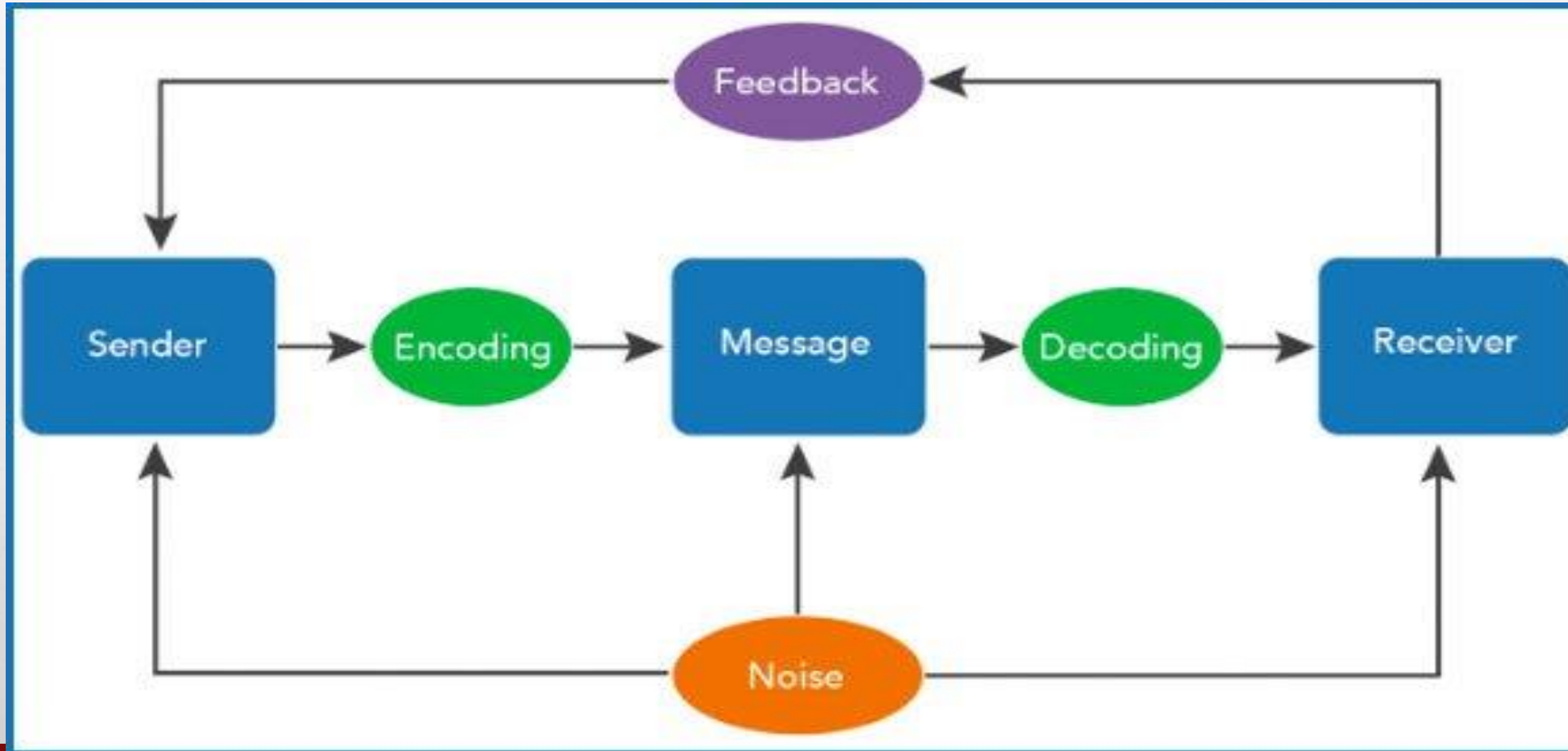
SYBAMMC



COMMUNICATION

**THE ACT OF TRANSFERRING INFORMATION FROM ONE PLACE,
PERSON OR GROUP TO ANOTHER.**

COMMUNICATION PROCESS



CORPORATE COMMUNICATION

THE INTEGRATED APPROACH TO ALL KINDS OF COMMUNICATIONS PRODUCED BY AN ORGANIZATION, DIRECTED AT ALL RELEVANT TARGET GROUPS.

EACH BIT OF COMMUNICATION MUST CONVEY AND EMPHASIZE THE CORPORATE IDENTITY.

CORPORATE COMMUNICATION IS INTERNAL AND EXTERNAL

IMPORTANCE OF CC

- INCREASED ROLE OF MANAGEMENT
- FRAGMENTATION OF MASS MEDIA
- RAPID DEVELOPMENT OF TECHNOLOGY
- GLOBAL ECONOMY
- PROFESSIONALISM OF PUBLICS

CORPORATE IDENTITY

DISTINCT LOGO OR INSIGNIA OF A CORPORATION EASILY RECOGNIZABLE AND REMEMBERED BY THE PUBLIC.

IT INCLUDES CORE VALUES, STANDARDS AND ITS GOALS

PUBLIC RELATIONS

PUBLIC RELATIONS IS A STRATEGIC COMMUNICATION PROCESS THAT BUILDS MUTUALLY BENEFICIAL RELATIONSHIPS BETWEEN ORGANIZATIONS AND THEIR PUBLICS.

OBJECTIVES OF PR

- INFORMATION
- TO INFLUENCE
- TO DEVELOP BETTER UNDERSTANDING
- TO DISCOURAGE MIS-INFORMATION
- TO BUILD IMAGE OF THE ORGANIZATION
- BETTER INTERNAL RELATIONS

TECHNOLOGY AND CC

- SAVES TRAVEL COST AND TIME
- INCREASES WORK EFFICIENCY
- FLEXIBLE
- INCREASES ENGAGEMENT
- ELIMINATES GEOGRAPHIC BARRIERS

THANK YOU