

PREFACE

"Public Relations Marketing Management" is a book that will serve students of the Faculty of Business Economics, Faculty of Health Sciences and the Faculty of Sports Sciences, when it comes to acquiring knowledge in the field of marketing, management, and when it comes to public relations and ways of using these tools in practice. This book is also intended for all those involved in marketing and management, or anyone who wants to acquire basic knowledge or expand existing knowledge in these areas. It is especially intended for those who want to expand and enrich their theoretical and practical knowledge when it comes to public relations, or PR. Public relations marketing management is an interesting topic; as a discipline and as a topic it is creative and provides insights into positive ways of company's communication with the public.

Through communication, the company tries to communicate with the public in the right way and to position itself on the market by building an image. The essence of creating a good image of the company is its recognizability on the market, its success and quality and public's positive opinion through their attitudes and opinions. All this affects the quality of the company because the image is built on the basis of quality, knowledge, skills and creative ideas. It is important to use these ideas to achieve goals through management and marketing.

This book, Public Relations Marketing Management, tends to present the main concept of public relations, to show what it means, and to show marketing and management aspects. All this gives the connection of all these disciplines through one whole and through one interdisciplinary approach. It is important to show creative ways of different PR activities, and practical examples as well, in order to gain insight into public relations jobs.

I thank everyone who will read the textbook. I thank all of you who have the desire to enrich, expand or recall some previous knowledge.

Knowledge in these areas is important, no matter what activity someone is engaged in, and it is certainly useful, especially when it comes to public relations.

Individuals and companies that use theoretical and practical knowledge in this area very well can successfully influence their business results. Human factor should not be forgotten because man is the central figure in everything. That is why an individual should start from himself, to work on better communication and communication skills in order to be as successful as possible in both private and business life. Communication is the basis of all promotional channels, it is also the basis when it comes to public relations.

The book is intended as a required literature that follows the curriculum of the University "Apeiron", and especially refers to the study of Public Relations Management. This subject is a compulsory subject at the Faculty of Health Sciences and the Faculty of Sports Sciences when it comes to the field of Health Management, or Sports Management. Students of the Faculty of Business Economics at the University of Apeiron benefit from studying this subject through an elective program.

Also, the book can serve everyone who needs knowledge and examples when it comes to public relations and understanding the matter itself.

The content of the book tries to give importance to public relations through theoretical and practical significance. How successful it is, the book will provide answers to numerous questions but also questions that open up as new. The topic of public relations marketing management is of a social and creative nature and provides theoretical and practical examples.

The book's content gives us insights within 6 chapters. The beginning explains the definition of public relations with an emphasis on the communication and ethical issues. The first part of the book provides an insight into the characteristics of people involved in PR and gives an overview of how it is possible to organize the public relations sector. The connection between public relations and management is important because of public relations management. At the core of any management is planning,

organizing, leading and controlling. When it comes to public relations, these mentioned functions are important.

It is important to show how public relations and marketing are connected, what are the differences and what are the similarities. The book provides aspects and connections between marketing and public relations, and in addition to that link, an overview of the elements 4P, 4C and a promotional mix is given. The promotional mix has a special role because it includes public relations as one of the types of grouped promotional channels to consumers. Through the book it is important to present the public relations affairs, relations with the media and all the activities of PR experts. As part of the activities, it is important to mention the Internet channels that are very important today. Content, through numerous chapters, tries to show good examples that can help students gain insights into real and practical things that a PR representative does in a company.

Marketing and PR activities are planned, and in order for the job to be done well and adequately a company needs to have a good organization. What can also be expected in the book is the chapter on event management, which includes event organization management. Event management is the organization of events that PR performs within its work. It is a complex, creative and demanding PR job that is presented in theoretical and practical terms.

I hope that these few chapters will be creative and inspiring for many. I thank everyone who is interested in these areas, and I would be happy if this book enriches someone's life, gives some new perspectives and reminds us of the already existing knowledge that someone possesses. Thank you, dear reader, for wanting to expand your knowledge. Go ahead.

With love,
Jana