

PUBLIC RELATIONS IN THE MARKETING SYSTEM

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Abstract: *The business world is characterised by fierce competition and in order to win new customers and retain the existing ones, the firms have to distinguish themselves from the competition. But they also need to create and maintain a positive public image. A PR specialist or firm helps them both create and maintain a good reputation among both the media and the customers by communicating on their behalf and presenting their products, services and the overall operation in the best light possible. A positive public image helps create a strong relationship with the customers, which in turn increases the sales.*

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The term "public relations" was first used in 1807 by the American President T. Jefferson. However, the father of PR is considered an American journalist Ivey Lee, who a century later in 1902 saved John Rockefeller from bankruptcy, which had earned millions on the monopolization of the oil business. The American press attacked the lucky millionaire, accusing him of using illegal tricks. Then hired by Rockefeller, Ivey Lee published an article in which he declassified an impressive amount of taxes paid by the oil magnate and the salaries of his employees. Thus, all ill-wishers had to put up with the success of John Rockefeller. Today, public relations have become one of the most profitable branches of business.

So, daily interpersonal communication is oral communication based on a dialogue between the people. Imagine a round table where the word gradually moves from one participant to another, but is directed to the entire audience. Mass communication is usually not personal. Yes, yes, mass communication is detrimental to establish a dialogue, because it does not take in consideration personality traits. Everything is simple on an example: imagine that you shoot a flock of flying ducks. The advantage is: the probability of hitting is higher, because ducks fly in large thick flocks. The disadvantage is: the fat duck can fly past. Hence we conclude that PR is aimed at society as a whole and not at a separate category of people.

The growing attention of business, political and public circles to this sphere of communications is not accidental. It is due to the fact that:

1. The wide spread of information about the organization, both positive and negative, is becoming easier from a technical point of view. Therefore, managing your information field becomes a necessity for any organization.
2. The growth of education requires from the managers the use of more complex and subtle management methods. One can't just say: "we are one team" and limit it to this. Today it is necessary to manage through the establishment of communications with various groups of the public: partners, government agencies, financial circles, and staff within the organization.
3. Globalization is becoming an important factor in the intensive development of PR. There is a globalization of markets. Import companies bring new management methods and business culture to Moldova along with their business.

Public Relations in the modern sense began to develop only from the beginning of the XX century. There were two reasons for this:

1. Growing industrialization has caused tensions between the public and entrepreneurs;
2. A cheaper production process made the media more accessible and its impact on the society has increased.

Public relations are an independent marketing management function for establishing and maintaining communication between an organization and its public to achieve the company's goals. But, from my point of view, the most successful and applicable in the marketing theory and practice is the definition given by Sam Blek: "PR is the art and science of achieving harmony through mutual understanding based on truth and full awareness."

Comparing PR with advertising is not a big mistake. There is no "Chinese wall" between PR and direct advertising, although there are significant differences. Some researchers believe that PR opportunities are much wider than those of advertising. Restricting yourself in promotion only by advertising is inefficient, it can be too intrusive, and PR is a more subtle tool. The American authors E. Rice and L. Rice in their popular

edition "The Blossom of PR and Decline of Advertising" formulated the differences between PR and advertising as follows:

- Advertising is the wind. PR is the sun.
- Advertising uses the "big bang", PR - slow growth.
- Advertising is expensive, but PR is cheap.
- Advertising supports brands, but PR creates brands.

All activities in the field of PR consist of various related elements, including analysis, research and setting of tasks, practical implementation of the plan, analysis and evaluation of the results. This process is often referred to the RASE system (Research, Action, Communication and Evaluation) in Western economic literature.

In 2004, the British edition of PR Week and MS & L published the results of the second annual survey of the place of PR in a number of other technologies of integrated marketing communications. 346 respondents - senior managers participated in the survey. According to this study, PR is the best tool for:

- building corporate reputation (75% of respondents);
- crisis management (74%);
- pre-sale preparation (46%);
- brand reputation building (45%);
- strategic development (28%).

In conclusion, I would like to say that a future-oriented entrepreneur should take full advantage of the potential of the Public Relations. He must ensure that any form of communication is clear, honest and unambiguous, so the messages are easily understood. A well-established PR system helps to see clearly the company's "window of opportunity" and in this way it will always be one step higher than the competitor. PR is vital to building your business, as it will help you to establish credibility, enhance your reputation and assist in growing sales.

Bibliography:

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