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MARKETING MANAGEMENT OF THE ENTERPRISE PR ACTIVITIES. CRISIS MANAGEMENT

Nowadays, many enterprises in Ukraine need to build strong relationship with their customers. This is really important due to the fact that successful companies in most areas of the economy are moving from transactional marketing to communication with demanders which are built on an ongoing basis. Nonetheless, not every business needs their own PR department and, on the contrary, can easily outsource these operations.

Purpose and objectives. This paper aims to find the determination of PR marketing management and its attributes.

The importance of this theme is expressed in the fact that the management of some big and medium-sized businesses does not understand how to work effectively with their PR intermediaries.

To begin with, Public Relations Society of America (PRSA) gives the following definition to PR: “Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics” [3]. Business must take into account opinions and desire of all its stakeholders, i.e. interested persons (ranging from the shareholders to the consumers’ influencers). Modern PR tools are not only including press releases and annual conferences, but also the information field monitoring, whether it is a social network, online press or any traditional communication channel. Either way, one should remember that communication is a two-way process: with no feedback from consumers communications are not legit.

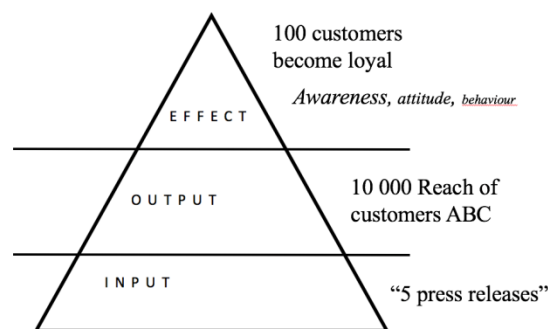
At the same time, communication between the company and its PR intermediary should also be two-way. As an example of a mutual misunderstanding,

we could provide recent failed KFC opening case as an example. KFC's consistent, but erroneous policy has led to the fact that their PR agency was slipping into crisis itself [1]. The cooperation between KFC and their PR agency has begun in 2012. Since stable relations were built, all of subsequent events were quite unexpected for a PR agency. Numerous studies held on the KFC restaurant opening in the House of Trade Unions have shown this venture is very risky. Moreover, that place opening date coincided with the tragic events anniversary. So, the PR agency proposed some measures to minimize the risk:

- advancement of the opening date;
- an official request to the municipal authorities whether it's okay to open a restaurant there (shifting responsibility measures);
- unique, Ukrainian ethnic style for this specific restaurant;
- using the United States ambassador in a support capacity

and so on. All recommendations were ignored, and the PR agency was not even notified of the final decision.

In order to make the PR intermediary activity as effective as possible, the company must have a system for evaluating its own PR operations. Australian PR specialist Jim McNamara has developed a model which he calls the macrocommunication model [2].



Pic. 1 Jim McNamara' macrocommunication model

This model represents a PR program as a pyramid-based campaign, which is based on the introducing of data, outcomes are placing above and achieved goals are

at the top. Such approach to the company's PR activity will certainly help to prevent crises.

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