

COMPARATIVE ANALYSIS OF PUBLIC RELATIONS PLANNING MODELS ABSTRACT

ABSTRACT

Public relations aim to establish communication between an organization and its stakeholders. In order to maintain good relationships between an organization and its stakeholders, it is important to know how to plan. Planning is the top of the pyramid where goals are an important destination point towards which all activities are directed. It's also a demanding and important activity for an organization. Planning can reduce the uncertainty of the business environment and better manage business risks. Theorists have developed several models of public relations planning throughout history. Organizations choose the model that best suits their business, depending on the type of activity they plan to carry out and the need at the time. In this paper, two planning models are analyzed in detail: Cutlip et al.'s planning model and Gregory planning model. The reason for a more detailed analysis of these two models is their wide application in public relations when implementing short term communication plans. Comparing the key stages in the planning process, it can be seen that both analyzed models basically retain elements of the original RACE planning model. The concept of an open system, which both authors advocate, is the basis of their similarity. Both planning models in their concept emphasize the importance of carefully selected strategies, followed by the application of appropriate tactics, which lead to the achievement of set goals. Those organizations that effectively use a strategic approach to market management and planning have met the main prerequisite for business growth.

Keywords: public relations; strategy; planning models.