

ACTIVITIES AND SKILLS OF PUBLIC RELATIONS MANAGER IN BUSINESS ORGANIZATIONS

ABSTRACT

In the last decade, it is noticeable that companies in Bosnia and Herzegovina and in the region are increasingly engaging people who deal with public relations. The reason for this lies in the fact that companies are becoming more exposed to influences coming from the internal and external public, and in the fact that today's business is becoming more visible to all kinds of publics. In addition to the above, we are witnessing increasing activities of companies in the region in the globalization field. Thus, it is not uncommon for companies in BiH and the region to do business for Western European countries, the United States or any other more developed country. In accordance with greater visibility, certain interests for the company appear proportionally, but the interests of the company also grow for such publics. We can say that today's companies operate in an increasingly dynamic and homogeneous environment. In accordance with such conditions, they must adapt to the upcoming changes or act on such influences. They are greatly helped in this by public relations, which is why there is a need and interest in hiring experts in the field of public relations. By definition, public relations is the communication of organizations with the public. The question is what activities should be carried out, and what skills should today's public relations managers possess.

Keywords: public relations; public relations manager skills; public relations activities.