

Public Relations Essay Topics



- The influence of social media on PR4.
- How do experts adopt and utilize inbound marketing and social public relations?
- Public relations essay topics on the continuous debate on what is meant by public relations.
- Employee generated content (EGC) and the role of internal communication in public relations.
- Are the public relations disrupted by mobile?
- How is it possible to monitor and measure PR? How can return on investment be proven?
- The process of PR agency model development. What kind of future will businesses face?
- Essay about public relations about PESO model (paid, earned, shared, owned) as the integrated media.
- How have professions in the public relations sphere evolved? What about the skillsets required? Compare and contrast the situation of nowadays and a few years ago.
- The role and importance of PR in the advertising of corporate images.
- Public relation essay topics on the identification and evaluation of success of public relations management in technological sphere.
- How to efficiently cope with crisis in the process of management mobile and social?
- Public relations essay topics relating to the significance of CSR in the process of developing and organizing communities.
- What is crisis management? Investigate the role of PR in dealing with crisis.

- How is PR used for the promotion of organizational culture?
- The role of public relations in relationships between investors and the government.
- Explore the problem of misuse of media within the realm of public relations.
- Explore the role of public relations in communication role.
- The benefits and the role of PR in the relationship between chiefs and junior employees. Analyze the topic by providing a real-case issue / scenario.
- Investigate the Nigerian presidential elections of 2015 and the attitude of Nigerians to the image of the police and their performance as reflected in the media.
- Discuss the role of PR in the sphere of manufacturing.
- Explore the relevance of PR in the performance of media on the example of African elections of 2015.
- Investigate and discuss the crisis of herdsman and farmers in Nigeria by applying the concept of crisis management.
- How do the public differently perceive the image of civil defense and Nigerian police on the basis of information reflected in media?
- The role of PR in manufacturing organizations.
- Discuss the principles of global communication. How can the social media impact the practical aspect of public relations?
- Grassroots development and PR.
- Investigate the Red Cross in Nigeria as an example of a non-commercial organization that is influenced by PR.
- How can public relations be regarded as an instrument for bringing more awareness to eliminating cultism in the tertiary establishments of Nigeria?
- Can motivation be regarded an effective strategy in improving the performance of the Nigerian police?
- What role do public relations play in the development of a corporate image?
- Explore the case of the University of Abuja to investigate the role of PR in establishing peace.
- How are public relations significant in healthcare establishments? Support

your argumentation with real-case examples.

- How do public relations form the corporate image of the army?
- Take an example of Alimosho local government to investigate how PR influences the local government.
- How can PR be used as an instrument for increasing satisfaction of the public?
- How have public relations strategies contributed to the gas and oil sector? Analyze the question based on specific examples.
- How can the local governments use the social media platforms for their own benefit?
- What impact do the social media platforms have on public relations?
- Organizational sustainability and CSR. Investigate the case of GLO.
- Investigate the case of Chi Limited to explore and critically analyze the roles of PR in the sphere of manufacturing.
- Oil sector and the PR practice: Evaluate the effectiveness of PR.
- Can corporate social responsibility (CSR) be used as an effective PR instrument to improve relations within a community.
- Explore how advertising is done in non-commercial institutions (explore NACA).
- Provide a discussion of the first bank of Nigeria PLC to analyze profitability and CSR in the banking industry of Nigeria.
- Analyze the case of the University of Lagos to explore the role of new media in the public opinion management.
- On the example of Osun state university, study the role of effective communication in the effectiveness of organization establishment.
- What are the ways of increasing customers' satisfaction? What tools can be regarded effective?
- How can the principles of PR be implemented among political parties?
- The significance of PR in establishing trustworthiness between politicians and the society and building reputable image for politicians.
- How are women working in the government portrayed in the media?

- How is terrorism depicted in social media?
- Can social media platforms ensure effective communication and exchange of constructive feedbacks among PR practitioners?
- What role does the mass media play in the performance in the sphere of PR?
- The impact of indigenous language on the communication process in the customer support services.
- How have the PR programs impacted on Chi Limited, Lagos.
- Investigate how public relations can be used to decrease the crisis effects.
- The role of PR in launching new products on the market.
- The benefits of PR in eliminating cultural barriers in the organizational setup.
- Critically examine the relationship between the PR professions and journalists.
- Choose a PR agency and explore its design, content, competence, objectives, and the overall focus.
- Personal grooming and its relation to the history of PR.
- Investigate the significance, methods, and activities of PR.
- The connection between establishing good public relations and development of an effective company's image.
- Explore the concept of propaganda within the realm of PR.
- Are public relations used merely to present a favorable image of a company or organization? Investigate the case.