

The role of PR in promoting a new brand of active entrepreneurs in high schools.

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Abstract

The term "public relations" has become a familiar slang with terms like "press release", "imaging", "master of manipulation", "slogan", "position" or "publishing" used regularly in the media, business, administration, various institutions to our everyday speech. The general definition provided by the researchers is to consider the PR (short: M.P; ang P.R) as the practical management of communication between the organization and the public. What remains secure in this new millenium is M.P importance in promotion of new brands. This study starts from the assessment of new trends to promote the image, its recognition in the general public and widespread in high schools. How involved is M.P in different organizations? Why do businesses need a sector with specialists who perform public relations? Do business in Albania install public relations? Whom to entrust the role? How important is the relationship with the public about the new brands? Why business needs advertising? How is a business promoted from high school students? How media provides it's incomes? How educates and contributes business to students.

By recognizing M.P's activities by advocating more in work on the ground, by knowing familiar and new image shows in the media - are the motivations of the study on this issue to realize this work. This study aims not only recording the activity of the department of MP's of a business, but advocates more on the field work of MP's in promotion of new brands and mechanisms to make a marketable product performed by high school students.

Through this study aims to recognize the work of the joint including business executives, manager, representatives of the media and schoolchildren to identify strategies and mechanisms that could make a business involved in successful projects advertising in the media and beyond .

To be a well consolidated and successful business except of good economic management should show a genuine advertising and a clear strategy for all. Also to work to train M.P's students, who in their profession and responsibilities to serve the organization in which they work and the public should pay attention to the challenges which will face during their activity.

Introduction

This study is performed as an obligation of cooperation between the school as community center and business. This paper aims to treat issues that serve as study forty choosing the profession in the future. To have an overview of PR, how important role in the smooth running of a business or another activity and choice of profession.

Methodology

Monthly monitoring of M.P club in high school.

Fieldwork for familiarizing M.P activities that include participation in training seminars of this department in businesses and nonprofit organizations.

Knowledge of the real objectives of M.P-and how structures within this club to successfully promote trademarks, images, logo friends.

Fieldwork M.P's is one of the strongest points of this paper. We will recognize and will analyze the image culture and visual effects, um strategies used for advertising , the awareness role of media in promoting of advertising, products etc. In Albania there are not extensive publications on M.P and few work done on promotion, image and culture as a result of this work has been used only a few existing marketing materials.

While for studying is used a foreign literature ,mainly used in the titles of the University of Oxford. Being still in Albania, businesses have not installed proper sector public relations, will stop in other alternative ways to these businesses choose to make their appearance in the media and various campaigns advertising through the promotion of high school students. As part of this study will be also be interviews with business leaders, experts in marketing, agents retailers, advertising agencies etc.

Hypothesis

The impact of PR from students in business development and choice of future profession..

Public relations and basic activities PR 'dissolved': press agencies, promotion, human resources, publicity and advertising. Also, public relations is also so close to marketing.

Public relations as' news agency.

Promotion publicity

Advertisement

When PR promotes business image?

The image identifier and commercial organization is considered to be a key role to play The Public Relations specialists. Commercial identity and image are terms that are often confused by overlapping each other. But commercial identity should contribute positively and helps in determining the commercial image. Commercial identity is physical how business is portraying itself to the outside world. Commercial image is contrary to the first, highly subjective.

Poor image problems can be two-way, or the company needs its image or somehow it is misunderstood.

"The process of transferring M.P" (Jefkins 1994).

Any opinions on the communication levels, M.P specialist tries to lead it forward in favor of the organization through knowledge and understanding.

Imazhi optimal

The image of a company means different things to different public, but also within the organization. Baines (2004) describes the various forms of image and relations between them as follows:

The mirror image

current image

Multiple image

ideal image

optimal image

When M.P 'perpetuates' new product?

Product life cycle is another concept derived from the study of adoption and performance information. In marketing, the concept of life cycle originally applied to the product, market and brand (Bruhn 2003). A typical life cycle consists of an introduction period, a period of growth, maturity and end stage decline, which is the mark of the product does not change (as in the case of Harley Daviddson or Brylcreem).

Publicity campaign to go directly to the consumer.

Tekneologija is allied with advertising.

Creating a contemporary brand.

"We create, design and manage an idea or product is assessed as modern and too quality. Creation and management of this product requires a commitment to your customers and recognizing their needs perfectly.

The website as a promotion.

"We are specialized in the design and promotion of successful web applications. We can help to create a web app that works. Minimum details your website's impact on different levels of the audience. Our attention to this fact ensures that your website will best fit your customers. "

Kop.Frut Debar 2012 was a collaboration between the company and producers of Dibra. The purpose of Kop.Frut Debar 2012 is collection, preservation and processing of fruit. It aims to restore the tradition dibran fruit trees (apple, pear, quince, cherry, etc.).

Vehip Salkurti, owner of 'Kop Fruit Diber 2012' was assisted by USAID's AgroCapital project with a combination of a loan and grant totalling \$615,000.

“We received a large investment grant for building of a modern juice factory. Now we collect lot of fruits from local farmers , which was wasted before. We are offering a high quality organic juice to our customers.”

High School Maqellara cooperation and "KOP FRUT Debar 2012" is the product of agreement with the project Debar Municipality Community School.

DNA Bio fluid (Alfa Drink Natural) -Code of life is the product of new fruit bio cherry, apple, grape and tangerine.

Promotion of cultural, natural values , introduction of organic products enables their future professions as tourist guider, entrepreneur, market analyst, market researcher, design, advertising specialist

Edita Fino - project manager *“Youth Ideas Festival where for two days the youth of high schools from all over Albania promoted through knowledge, imagination, creativity and their passion, their fantastic project ideas ishowing how Community Center is back now a center of gravity that has created a magnetic field to all students, parents, teachers and community”.*

Defrim Kaleci - Head of the Department of Curriculum and Quality Regional Education Directorate

DAR has been supporting projects like the School Community Center, digitizing, World Vision, Save the Children, ... It would be ideal to have a combination of all stakeholders, training, conferences

However, these are issues of education in the future!

Z. Vehip Salkurti -manager

"KOP.FRUT.DIBER 2012" modern processing line of fruit. This investment marks an important milestone for KOP.FRUT.DIBER 2012, which has developed a new strategic segment, processing apples third quality, to produce a new product, apple juice.

This investment brings an effective solution to the problem associated with trading the company had the third quality apples, which can not be sold to consumers. This investment at the same time, brings to market a new product and offers customers a natural apple juice and quality,

produced according to international standards. The new production lines will also increase employment opportunities in the company, with new jobs that will be offered to professionals in the field, who will be trained on the use of new technology.

Ornela Dedja - Coordinator

“We have designed the advertising, the use of models, figures and landscapes.

Use romantic elements of nature (flowers, trees, water, mountain) where you can create a picture of peaceful and innocent which will be the visual relaxation.

Physical stance of students conveys dignity and dedication” .

Emigerta Elezi - and the winning student project

“We are youthful visions, optimistic, positive, without cynicism, full of fantastic ideas to good Albania and leaders of the future”.

Reasons why business-school cooperation should protect the interests of the community.

The community should feel safe.

Be informed.

To get information in real time and in an appropriate manner.

Offered an alternative solution.

High school Maqellara, in recent years has brought a radical change oriented global citizen.

In order to implement the strategy Gymnasium to be closer to the client, distributed citizens a questionnaire, which Gymnasium will be able to identify gaps, comments and suggestions for improving the work, always at the service of students and perception projects. High School seeks to be supportive in meeting the total needs of the students, what they would like it to improve in the future, so that they feel the future leader.

In this context, based on Strategy Gymnasium, concern as to what the public think about improving the quality of education is quite large, valuable and important.

SWOT Analysis

To set realistic and successful targets can use and needs analysis model.

Achievements

Cooperation and exchange of experience with researchers and scientific publisher, electronic registry, regional programs, national and local campaigns and trainings ndërgjegjësım, interactive methods, civic education, peaceful environment, interaction teacher-student-parent, part of the digital classes School Center Community.

Opportunities

Cooperation with non-governmental organizations: The school as a community center, Save the Children, World Vision, Argitra, potential training, motivation of staff, lifelong learning, teacher license, school culture, curriculum new gymnasium, culture inquirer scientific , new personnel, cooperation with former high school students in educational institutions, the school's open Day ...

Weaknesses

Teaching loads, misalignment of traditional teachers, misuse of training, lack of transparency

Risks

Provincial mentality, loss of self confidence , blocking of self , failure of rotating projects,

Conclusions

Practically PR is the mediator between business or school covering and the public, customers and stakeholders.

PR professionals need to consider the whole system of EC directives and regulations covering consumerism and customer relations.

M.P includes searches and researches of all kinds of audiences: to obtain information from them, recognize and manage the public's reactions and behavior. To help business policy.

M.P have the power to be a powerful and complex tool in the arsenal of tools that has a business.

Another difference between specialists PR and other marketing professionals to communication is that their interest goes beyond the consumer.

The definition of "art and social science of analyzing trends, forecasting consequences, advising the leadership of the organization, and the creation of planned action programs that serve both the business and public interest.

One of the reasons business addresses PR Overview happen not because of lack of professionalism of specialists of the Public Relations department, but because of spending cuts for this department.

Public relations play an intelligent function, analyzing and interpreting trends and issues in an environment that can potentially be consequences for an organization and its partners, aiming to create the stability that defines its success.

Recommendations

Facing vacuums of publications on this subject, I recommend students who are continuing practices or cooperation within the School Community Center or specializations for M.P, professors and specialists in the field, working on new publications are significantly affected this important sector. A good work and coordination between the groups could bring concrete results.

Business finance executives in this sector trying to move towards success not only in image and image renovation, but also in the conduct of business affairs.

Businesses need to provide more opportunities for interns PR best to address them in the way they invest in this sector.

Interns should look very seriously this narrowing profiling not theoretically and practically on the role of spokesman for the press PR or other theoretical knowledge.

Businesses to enable practitioners turning to professionals where they can serve their business.

If businessmen were given the opportunity and appropriate recognition may help finance the publication of any prospect and address this area.

Reforming the mission of the school: education and social role to create global citizens.

Be example- You are the new leaders of the future!

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