



Study on the Functionality and Performance of Public relations

Administration Pharos University in Alexandria

- Study on the Employees of Internal and External Public Relations
- Study taken on a Sample of University Staff Members and Clerks

Participated Students:

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Project Summary:

The purpose of the current study is to expose the reality of the actual performance of Public Relations Administrations and their roles inside and outside the university, in addition to the perception of the different employees of the function of Public Relations Administration and the extent of their satisfaction with it.

The study, which followed the descriptive method, relies on collecting information and data on the public relations administration at Pharos University and on the satisfaction of university employees on the job performance, then analyzing this information to be aware of the weakness and strength points and to make recommendations and proposals in order to enhance its role.

The study resulted in the following:

1. There is an overlap in the responsibilities and performance with other administrations of the university, especially the Marketing Administration.
2. The Public Relations Administration cares more about the external public outside the university rather than the internal public of staff members and students.
3. The Public Relations Administration receives visiting delegations, books travelling tickets and hotels, which is the job of logistics administration, not public relations
4. The Public Relations Administration organizes conferences at the university and seeks sponsors, which is a good job.



The study includes a number of recommendations, namely:

1. Provide multiple channels of communication between Public Relations administration and the public.
2. Conduct research, studies and continuous evaluation of the programmes of Public relations Administration at the university.
3. Update and improve the administration of public relations, including plans and strategies to suit the needs of the university.
4. Pay attention to crisis management before, during and after they occur.
5. Make surveys measuring public opinions.
6. Improve and enhance the relationship with the local community.
7. Merge the Public Relations Administration and Marketing Administration

So as to achieve the common goals.