A few of the IABC study’s findings on ethics also warrant concern for those on an upwardly-mobile career path. The majority of participants reported that they had little if any academic training or study of ethics. 30% said they had no academic ethics study of any kind, and another 40% of the practitioners in the study said they had “a few lectures or reading on ethics,” as shown in the pie chart below. The finding that little or no ethics training or study is held by public relations practitioners with a university education is not a new concern. The Commission on Public Relations Education, a group of experts who periodically examine public relations curricula and recommend modifications, recognized the dearth of ethics study in their 2006 report (see: http://www.commpred.org/report). The importance of public relations is perhaps best illustrated in one simple fact. Not only do more colleges offer public relations courses than before, but they also use PR firms now more than ever. Maybe in teaching public relationships, schools, and other education bodies learned a thing or two about the value of PR. But whatever the reason, PR continues to grow as both an academic and professional field. Recently, education bodies have hired PR experts at virtually every level of the education system. For instance, the Newton
provide better facilities for students and staff at the school. According to the IABC Excellence study, what departmental arrangement for public relations and marketing is most likely to produce excellent public relations. - IABC Study answered the question: How, why, to what extent does communication (Public Relations) help organizations to be successful? - PR identifies strategic opportunities & threats from organizational environment. Least excellent departments are usually focused on technician roles. Most excellent focus on all of the roles. Excellent players are more diverse & value females and different cultures. Describe the "m