

**IMPACT OF PUBLIC RELATIONS STRATEGIES ON THE PERFORMANCE  
OF INSTITUTIONS OF HIGHER LEARNING:  
(A COMPARATIVE STUDY ON UNN AND IMT)**

**BY**

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## ABSTRACT

*The success of any organization, especially the institutions of higher learning, depends on how information is handled in that organization. The efficiency and effectiveness with which information is managed determines to a large extent whether the institution will consistently be crisis ridden or not. This is why no institution of higher learning can survive without the activities of the public relations department. Yet, many institutions in Nigeria including universities, polytechnics, and colleges of education among others have failed to appreciate public relations and its potency for the sustenance and growth of their establishment. Sequel to the above it is pertinent to evaluate the impact of public relations strategies in the institution of higher learning. The study had a population size of 36, out of which a simple size of 33 was realized using Taro Yamane formula. Instrument used for data collection was primarily questionnaire and interview. The total numbers of 33 copies of the questionnaire were distributed while 30 copies were collected. The descriptive research design was adopted for the study. Content validity and test – retest of reliability was done, with coefficient of 0.74 indicating a high degree of consistency. Five hypotheses were tested using chi-square ( $X^2$ ). The result of the study revealed that public relations strategies have significant impact on the performance of institutions of higher learning. The finding further showed that public relations units of institution of higher learning play a little role in decision making. Also the applications of public relation strategies help in arresting strikes and cult activities in the institutions of higher learning. The finding also indicated that in respect to public relations, the University of Nigeria perform better than institute of management and technology in its use of public relations strategies. The study concluded that public relations is indispensable in institutions of higher learning. To this end the study recommended that public relations personnel of every institutions of higher learning should involve in decision making and have free access to relevant information.*