

**PUBLIC RELATIONS MANAGEMENT IN THE BANKING  
INDUSTRY. A STUDY OF SELECTED BANKS IN NIGERIA**

**BY**

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## ABSTRACT

Banks have remained in Business because of customers trust. They keep their money and properties in exchange of patronage. Therefore, for any bank to remain in business especially in this period of inter bank competition, it has to evolve ways of attracting customers to their banks.

One of such ways is the use of public relations strategies to manage the image/reputations of such banks and to create a two-way communication system where customers shall lay complains about inadequacies of the bank. Customers with their usual sovereignty have the choice of patronizing banks that appeal to them.

Hence, for banks to keep these customers, they have to evolve a continuous public relations strategies. For instance, offering high interest rate to attract deposits and attempting to lend such deposits at rates profitability to justify their existence. The relationship between the bank executives and customers have been discovered to affect the performance of other public relations procedures in the bank.

The management of issues, crisis and problems that arose as a result of all these are handled by a trained and qualified public relations officers. That is why it is necessary to employ them to manage all the crisis. This research has dealt extensively on ways of achieving these objectives.