PUBLIC RELATIONS BUDGET: CAPITAL OR CURRENT EXPENSE?

THE PRACTICE AMONG SELECTED FIRMS IN ENUGU METROPOLIS

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DISSERTATION

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ABSTRACT

The practice of Public Relations has taken root in Nigeria. However, one aspect of it which still needs clarification is how Public Relations costs are perceived by Public Relations Practitioners and Managers. Do they perceive the money expended on Public Relations as an Investment or as a Current expense?

This study, primarily exploratory in character, set out to find how Public Relations Managers in three organisations - ANAMMCO, Orient Bank of Nigeria PLC and the C.C.B Nigeria PLC, treat Public Relations costs. The survey research methjod was employed.

The study found that whereas there is the absence of a definite focus in the pattern of perception of Public Relations costs by the Public Relations Managers of the firms studied, they nevertheless exhibited characteristics which skewed more toward a perception of Public Relations costs as current expenses rather than an Investment.

The researcher, therefore, recommends:-

Tha en improvement be made in Public Relations training curriculum to cover entensively the subject area of capital budgeting as a way of improving the capacity of Public Relations Practitioners.