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**USE OF PUBLIC RELATIONS AND REPUTATION MANAGEMENT
STRATEGIES IN ENCOURAGING PRIVATE FUNDING OF NIGERIAN
UNIVERSITIES: A STUDY OF UNN AND ESUT.**

BY

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF
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ABSTRACT

This is a research work carried out to determine the use of public relations and reputation management strategies in encouraging private funding in the Nigerian Universities.

A sample size of 190 respondents all randomly selected from the staff and management of UNN and ESUT, was used in this study. Both primary and secondary data were collected and analysed using the Chi-square test.

The researcher, based on the data collected and analysed, found out, concluded and recommended as follows:

Public relations and reputation management have influence in the private funding of the Nigerian Universities; UNN and ESUT do not recognize public relations and reputation management as strategies for private funding of their universities; the public relations and reputation management strategies applied by UNN and ESUT for private funding have not yielded result(s); private funding by universities do not have influence in reducing incessant industrial strikes by ASUU and NASUU; the public relations and reputation management strategies applied by UNN is higher than that of ESUT; failure to recognize and appreciate the impact/influence of public relations and reputations management strategies as veritable instrument in the actualization of any university goals/objectives,

is the beginning of such University's early demise and non-existence; the Nigerian Universities should try as much as possible to inculcate public relations and reputation management strategies into them and let it reflect in their disposition if there desired set goals/objectives would be actualized.