



Kolegji AAB

FACULTY OF ECONOMICS

MASTER STUDIES

MASTER THESIS

THEME:

**THE ROLE OF PUBLIC RELATIONS OFFICE IN INTEGRATED
MARKETING COMMUNICATION - CASE OF IPKO COMPANY FOR
MOBILE TELEPHONY**

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CONTENT

INTRODUCTION

CHAPTER ONE

1. Public relations and integrated marketing communication

1.1 What are public relations?

1.1.2 The "local" leader of the opinion

1.2 Integrated marketing communication (IMC)

1.2.1 What is integrated marketing communication?

CHAPTER TWO

2. Public communications of IPKO in Kosovo

2.1 Establishment of IPKO company

2.2 Comparative approach between IPKO, Vodafone Albania and T-Mobile Macedonia

2.3 Press release during 2012

2.4 Press release during 2013

2.5 Press release during 2014

2.6 News and various articles during 2012

2.7 News and various articles during 2013

2.8 News and various articles during 2014

CHAPTER THREE

3. Graphic presentation of IPKO company, mobile telephony

3.1 Research results

CHAPTER FOUR

4.1 Analysis and interpretation of the data

4.2 Conclusions

4.3 Recommendations

Bibliography

Appendix

INTRODUCTION

In this paper is addressed the role of a public relations office, which exercises all possible communications with the customer, while our case is focused on Ipko's communications related to the mobile phone. This implies that the word is only for a product of Ipko company, not for other products offered by this company in Kosovo, such as the Internet, digital television, fixed telephony, combined services etc. This office is seen in the function of integrated marketing communication and it is seen as the importance of the public relations office of this company. Firstly, the study explains the notions and gives definitions of the theory of what is meant by public relations and integrated marketing communication. Then we have hypotheses and field research is done.

After first giving a PR function model, in the big and powerful companies and the role that PR provides for a company to communicate and stay informed about how the company delivers with this integrated marketing communication and this is achieved by seeing what others are talking about, writing about the products or anything else that the company has in the market and wants to tell its public;

Empirical research has been done for Ipko, for all PR activities related to the mobile phone and we come up with recommendations that can be useful for both the company itself and for further research in this field.

The empirical part of the research has dealt with all Ipko communication products, communication campaigns, publicity products such as audio-video spots, billboards, newspaper articles for IPKO, meetings, visits of customer awareness campaigns with the company etc.

Also, explaining the role of the PR office which represents its importance for the topic as well as the comparison made by IPKO mobile telephony with the mobile phone of major international companies, which is a novelty.

CONCLUSION

Despite being not a new term, public relations and integrated marketing communication have its importance and role in running a company. During the research, we understood the importance of PR, the way to accomplish a PR that brings the results for which a public relation specialist works and the need for an organization to have successful management in strengthening the organization's relations with the public or its customer.

What is important for PR specialists is to be well-informed about market developments, to be aware of the actions of competition, the forms of realization of public relations with others, to not get surprised by the competitors that we have and, most importantly, to be well prepared in the voice of the company to the consumer. Integrated marketing communication, including a variety of different communication actions and disciplines, creates the greatest space for action to send messages not just from a section. IMC includes a broader way of achieving image creation and brand creation. It is important to be fair and sincere during the realization of communication with the public. This will simultaneously increase credibility and will make the public feel honored by organizations that serve and buy their products. However, public relations and IMCs are important to the impact of consumer decisions. This is also their goal, to gather consumers alongside themselves and distribute its product as far as possible. However, not all of this here, apart from the work of PR and IMC that is a great effort to achieve the intended goals, the influence comes from other factors that result in being out of public relations and the IMC as is the individual's influence on the individual.

Regarding the mobile phones, the impact does not only come from public relations and IMC. Since the use of the product in our case of mobile telephony is indispensably related to close people such as the family, the society, the colleagues, the influence comes from them as well. During this research from the data we have obtained from questionnaires and deep interviews with citizens who are mobile phone users, many have shown how they are affected by their relatives to use a particular mobile phone, to change the operator or to receive any of the ongoing bids coming from these operators. However, they think that advertising is needed to inform the public, but in the end, they are affected and do what their relatives do, and that is the result of this research: apart from PR and IMC, people are greatly affected even by individuals or "local opinion leaders".

RECOMMENDATIONS

- IPKO should make public in more detail the ongoing sponsorships and donations. This is a way for the public to see the humanitarian dimension of the company.
- The IPKO company also should focus on advertising on the radio because there are consumers who are in movement.
- IPKO has to keep in mind that not always the plain language advertising is liked and the intention to become more like the style of the street. IPKO should also think about the rest of the public.
- PR media participation in the media is conducive to promotion as well as to answering many questions of public interest.
- IPKO should bear in mind that the first operator in Kosovo, once the main competitor of IPKO, at the start of the IPKO operator has been around 300 thousand numbers ahead, those subscribers should focus on their profit, because their buying ability is bigger.