

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

**PROGRAMME: MASS
COMMUNICATION**

COURSE: PRE 423

DISCLAIMER

The contents of this document are intended for practice and leaning purposes at the undergraduate level. The materials are from different sources including the internet and the contributors do not in any way claim authorship or ownership of them. The materials are also not to be used for any commercial purpose.

PRE423: INTERNATIONAL PUBLIC RELATIONS

Contributor: OYESOMI

1. Give one comprehensive definition of IPR?
2. Mention two differences between DPR and IPR
3. Explain two similarities between DPR and IPR
4. Discuss two objectives of IPR
5. Discuss four realms of IPR engagement in PR practices.
6. What is corporate advertising?
7. How do Multinational Organisations use corporate advertising for IPR
8. What are the benefits of corporate advertising
9. Discuss four liabilities of corporate advertising
10. Discuss four challenges of IPR for the 21st century
11. Discuss two comparative analysis of the differences between the development of PR in Nigeria and United States
12. What led to Nigeria's image problem?
13. How do you employ IPR strategies in dealing with Nigeria's image problems?
14. Discuss two theoretical issues for IPR
15. Discuss three efforts of past Nigeria's Government and eminent citizens at enhancing Nigeria global image
16. Discuss four bodies that fall into the PR publics
17. Analyze the definition of International Public Relations as given by Ekeanyanwu with emphasis on the key words of the definition
18. Discuss four valid reasons why you think the understanding of International Relations is important in International Public Relations.
19. Discuss three controversies associated with the application of Corporate Advertising in corporate practice.
20. Discuss four ways Multinational Corporations could use Corporate Advertising to achieve some of their corporate objectives.