PRE322: Financial Public Relations (2 Units)

Department of Mass Communication

Covenant University
1. PRE322

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Public relations in banks and allied institutions, including discount houses and insurance companies. Similarities and differences in public relations for financial institutions and for other categories of establishments. Contemporary use of public relations by financial institutions, especially banks, in Nigeria. The impact of information and communication technologies on financial public relations. Quicker bank hall transactions, money transfers etc.