

# **PRE324: Community Relations (2 Units)**

**Department of Mass Communication**

**Covenant University**

# **1. PRE324**

## **1.1. PRE324: Community Relations (2 Units)**

It discusses the Concept of corporate public responsibility and their relevance to community relations. Public relations theory and corporate social responsibility. Community relations strategies in the manufacturing environments, the oil and gas sector, etc. Corporate social responsibility as both a voluntary service and an obligation. Corporate social responsibility versus corporate public responsibility. The relevance of grassroots communication penetration for effective community relations programmes. Research and evaluation in sustainable community relations programmes. Focuses on unconventional approaches in solving community problems, including crisis situations.