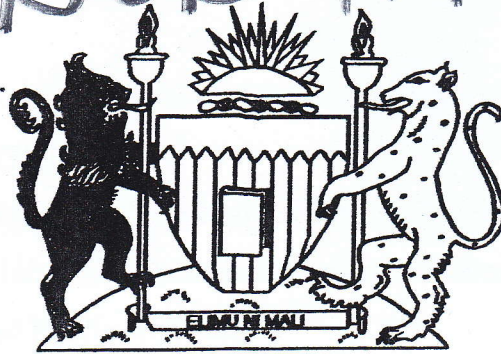


3108/Jo'ism/TP



# **The Kenya Polytechnic University College**

## **Graphic Arts Department**

### **Diploma in Journalism and Public Relations**

“A study on the effects of a Public Relations Officer In improving cooperate image of an organization”.

Presented by: Emily K. Asava

Admission No.: 106p02811

To: Mr. Rairo Owino

**Presented in Partial fulfilment for the award  
of Diploma in Journalism and  
Public Relations**

## **ABSTRACT SUMMARY**

This research was meant to investigate the effect of a PRO in improving corporate image of an organization.

It is divided into five chapters with each chapter advances the findings of the research.

Chapter one gives the general introduction of the topic of the study- statement of the problem, objectives, justification, significance, scope and the limitations of the study are also highlighted.

Chapter exposes on how PRO has advanced the image of an organization and how the two have become inseparable.

In chapter three, the researcher identifies the research design, target population and the sampling media.

Chapter four brings out the data collected in the previous research. It is analyzed through graphs and pie charts.

Finally chapter five gives the summary of findings, conclusion as to the extent to which the objectives of the study have been achieved and recommendations of the research findings.