

Evaluation of Public Relations Strategies of University College Hospital, Ibadan

By:

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Certification

I certify that this research project was carried out by **Omisore Eytolami Aminat** with Matriculation Number LCU/PG/000620 under my supervision in partial fulfillment of the award of Master of Mass Communication Degree (MMC) in Mass Communication And Media Technology, Lead City University, Ibadan.

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Dedication

This research project is dedicated to God Almighty my creator who has been my ultimate support in every sphere of my life. To my son, Adunadura Eyitayomi whose smiles keep me going and special thanks to Hon. GAO for been of immense support. To Ajibola Rilwan who financially supported me, and the entire family of His Royal Majesty Oba Olayemi Yekeni Omisore, the Olu of Ayeye-Olode, Ife South, Osun State, Nigeria for their moral, Physical and mutual support towards the success of my academic endeavours.

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Abstract

This thesis titled “the evaluation of public relations strategies in a teaching hospital: a case study of University College Hospital (UCH) Ibadan was intended to evaluate the use of public relations strategies by teaching hospitals in Nigeria and their impact on how the teaching hospitals are perceived with specific focus on University College Hospital (UCH) in Ibadan. The statement of the problem, objectives, significance, scope and limitation of the research study were stated. The four research questions used for the study were made known. The objectives of this study include discovering the awareness and exposure of people to public relations strategies and public relations units in organizations; the challenges faced in planning and execution of public relations campaigns and its impact on teaching hospitals in Nigeria. Key words relevant to the study were also defined. The Uses and Gratification theory and the Perception theories were used as the theoretical framework for this study. The research made use of data provided by respondents based in Ibadan, Oyo State. Copies of the questionnaire were administered, analyzed and presented in simple percentage tables. Survey research method was employed in this study to get information from the respondents. 300 copies of the questionnaire were distributed, returned valid and certified okay for data analysis.

Findings show that the respondents are aware of and used the services of University College Hospital, Ibadan and they got to know about the hospital through their families, friends, work place and media. More of the respondents are aware of the existence of a public relations unit in University College Hospital Ibadan that practices public relations regularly. The respondents however disputed the existence of well experienced and knowledgeable personnel that know about the principles and practice of public among the employees of University College Hospital, Ibadan. The kind of challenges that public relations personnel face in the planning and execution of public relations strategies on behalf of teaching hospitals were revealed. Public relations personnel don't face many challenges in execution.