

Public Perception of Public Relations Practice in Nigerian Universities

This research examines public perception of public relations practice in Nigerian Universities. The objective was to establish public's perception of public relations practice in academic institutions through empirical evidence. However, two universities, University of Benin and Benson Idahosa University were purposely chosen as the sample for the research. This is because both universities share similar characteristics with other Nigerian institutions. With the aim of assessing public's perception on PR practice, 100 copies of the questionnaire containing structured and unstructured questions were designed. The copies were distributed equally, 50 each to both universities. Our findings from the public's response to the three research questions that were treated in the questionnaires revealed that public relations practice in Nigerian universities is meaningful and thus provides a variety of opportunities for the universities. Most of the publics interviewed through the use of questionnaire, commended the practice of PR due to the way and manner the image of the universities is projected. We, however, recommend that public relations department/unit in Nigerian universities should be properly equipped to enable them live up to the highest professional standards.