**TITLE PAGE**

**STUDENT`S PERCEPTION OF THE CORPORATE IMAGE OF GODFREY OKOYE UNIVERSITY, ENUGU.**

**BY**

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**UI4/MSS/MAC/070**

**A PROJECT PRESENTED TO THE DERPARTMENT OF MASS COMMUNICATION, FACULTY OF MANAGEMENT AND SOCIAL SCIENCES, GODFREY OKOYE UNIVERSITY UGWUOMU- NIKE, ENUGU STATE, IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE OF BACHELOR OF SCIENCE (B.Sc.) DEGREE IN MASS COMMUNICATION**

**SUPERVISOR**

**REV FR DR PAUL OBAYI**

**JULY, 2018**

**DECLARATION**

I, Eke Lawrencia Chinyere declare that the research work written by me and has not been submitted or received anywhere for the purpose of acquiring degree in mass communication.

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**Eke Lawrencia Chinyere Date**

**CERTIFICATION PAGE**

**Eke Lawrencia Chinyere** with the Registration Number **U14/MSS/MAC/070** of the **Department of Mass Communication,** Faculty of Management and Social Science, Godfrey Okoye University, Ugwuomu -Nike, Enugu state, has satisfactorily completed the requirements for the award of B.Sc. Degree in Mass Communication.

This project is original and has not, to the best of my knowledge, been submitted in part or full for any other certification, diploma or degree program of this or any other University.

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**Rev. Fr. Dr. Paul Obayi Date**

**Supervisor**

**--------------------------------- --------------------------**

**Prof. Cosmas Nwokeafor Date**

**Head of Department**

**-------------------------------- ------------------------**

**External Examiner Date**

**DEDICATION**

To my late father, Chief Gregory Eke whose wish had always been to see me a graduate. Papa continue to rest in peace.

**ACKNOWELDGEMENTS**

Indeed, my dream to earn a university degree has come true. I wish to express my profound gratitude to the most High God for his protections and divine provisions towards my academic pursuits. May his name alone be exalted.

I express my sincere gratitude to my supervisor Rev Fr. Dr. Obayi Paul for his encouragement and support as a contribution to the completion of this work. I really appreciate.

My sincere appreciations goes to my very supporting and encouraging head of department, Professor Cosmas Nwokeafor, your words of encouragements indeed inspired me a lot and to my hardworking coordinator, Mr . Nnamdi George Nzekwe, I say a very big thank you. My gratitude also goes to Mr Ment Nomeh, sir may you live long to reap the fruit of your labor and to Mr. Benjamin Onwkwalonye, am very grateful for your support and guide for the success of this work, may God reward you sir. My sincere gratitude also goes to my humble lecturers, Dr. Alex Onyebuchi Dr. Louis Ezema, Mr. Chukwudubem Umeora, Mr.Micheal Nwosu, Professor Idachaba, Fr. Benjamin Achi and Miss Fiona Onwude. May the almighty God reward you all.

I also express my gratitude to my parent, Late Mr.Gregory and to my beloved mother Mrs Alice Eke for her financial support, prayers and encouragement. I also appreciate my beloved siblings, Batholomew, Linus, Agatha, Norbath and Izunna. I am highly indebted to you all for your financial supports and encouragements.

To my friends, Okeke Hapiness, Ignatius Chinyere, Uche Chinonye, Mba Udoka, Mbogu Chika, Ene Chinasa, Ezinne Odionyenfe and my course mates, I say thank you very much.

**EKE LAWRENCIA CHINYERE**

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**ABSTRACT**

The study examined the Image of Godfrey Okoye University by the graduating students of 2017/2018 session of the university.Quantitativedesign and survey methodology was adopted for this work. The population for the study consisted of 471 graduating students of 2017/2018 session with a sample size of 261. The study was anchored on two theories. Stakeholders theory and excellent theory. The study found out that the learning facilities in Godfrey Okoye University are of a high quality and it satisfied the students of the university and also that Godfrey Okoye University has good quality of academic staff. It also found out that the students of the university view the regulations on the social life of the student while on campus as unnecessary and that the attitudes of non-academic staff of the university are not satisfied by the students of the university. And it recommends among others that Public and private Institutions should as a matter of priority make use of good quality learning facilities in their different institutions and also employ good quality staff that will boost the knowledge of the students through good teachings as such will encourage more students into their institutions . Universities should take part in interval research to know the needs, wants and challenges of the students as this will help them draw a concrete and efficient program for the students.

**CHAPTER ONE**

**INTRODUCTION**

**1.1 Background of the study**

Corporate image communicates the institution`s mission, the professionalism of its leadership, the caliber of its staff and students to their entire publics. It is the impressions, knowledge, feelings that people have about an institution. Since the inception of Godfrey Okoye University Enugu, they have experienced growth variously in everything they do. Godfrey Okoye university the catholic university of Enugu diocese in Enugu state since 2009 had been in forefront of other university that were established with them and even before them in Nigeria. Anieke .C, (2015). The good image of Godfrey Okoye University had earned them collaboration with influential people and organizations both within and outside the country like Birmingham University, Portsmouth, Coventry University United Kingdom, Johannes Kepler Universitat Linz, Austria and Bowen University United States. Aneke. C,(2016). Corporate image has become a prominent paradigm and has begun to be link to strategic management decision of an organization including institutions. The concept is based on recognition that students assess institutions image to know the level of their academic qualification because every good parents and guidance will like their children to attain a reputable school with good image and qualification that will equip their children with good knowledge that will make him or her a better person and also employable for job after school.

Herstein (2009), state that in order to reinforce corporate image, an effective integrated marketing communication (IMC) strategy must be developed and successfully implemented. In an attempt to maintain an atmosphere to foster trust and confidence of the students and parents, Godfrey Oko ye University are linked to their vision and mission in establishing the institution which is to be the best private University in Nigeria and knowing that they can only achieve it through the positive impression of the public had employed many qualified staff comprising of prominent professors in the institution that will prepare their students to compete with other students from other continents like Europe, North America and so on. Njoku .G,(2016). Abratt and Mofokeng (2001) stipulated that vision and mission guide any organization in its daily interaction with external actors. Through their collaboration with American and Australian Universities, they laid the foundation of their mission with their students as their students attained programs with students from the above Universities; they interact and compete with them as well as measure their knowledge and these had indeed equipped them to be ahead of other Universities in Nigeria.

Organizations rely on various cues in their quest to project an image to its stakeholders. According to Fill (2006), corporate image is the out word projection of who and what the organization is to its various audience. Godfrey Okoye University Enugu is known by its publics as an institution where students graduate with distinction in both character and learning because this university does not only prepare its students academically but also morally. As a catholic university, they celebrate masses every morning for the catholic students and staff and as well allow the non- Catholics to worship God in their own program before the beginning of lectures every morning to prepare them that putting God first in everything they do is very important. Macmillan (2002) opines that reputation has been identified as playing a significant role in improving firm value. Godfrey Okoye University in their effort to ensure the safety of her students and staff had employed many security personnel that guard her environment against armed robber or kidnappers of any kind. The 2017/2018 graduating students of the University perceives that the University has a better corporate Image to other Universities. Good image promote good reputation of an institution, the concept of image has gone deeper and broader, it has universally acknowledge that image can be shaped by both tangible and intangible characteristics, formal and informal factors. Therefore seeking sustainable image should start with the identity representing the values and performance standards clearly.

Reputation management should be based on holistic approach, one’s reputation is being driven by behavior, communication, visual appearance, result, their interpretation among various publics, as well as by exogenous factors media messages, gossips, other stakeholders review and appreciations. Developing comprehensive image and reputation in an institution should be based on determining identity and profile of desirable image band reputation, analyzing internal and external environment, identifying stakeholders and their importance, measuring and evaluating present image.

**1.2 Statement of the problem**

Assessing her corporate image is necessary for any organization, institution, because their success or survival depends on the quality of their relationship with the publics. Quality relationship and sustained goodwill with various publics depends largely on the image the various publics hold about such organization or institution. Just as individual cannot survive in this competitive world without others, also an organization cannot sell without its publics. Godfrey Okoye University like every other institution, need the goodwill of her respective publics to survive. Students are very important group that the university relates with. Students are the main reason why educational institutions exist. The students of Godfrey Okoye University came from various families and from different part of the country. They have relationships with relatives and other young people who may be in search of a good university to attend. The impressions that students have about the university will determine what they will be telling people out there about the university.

Graduatings students having spent about four years or more in the institution and ready to spread into the larger society are expected to be positive ambassadors of the university. If they have great, positive impressions about the university, they will naturally become positive campaigners, spreading the good news about the university to others. This will increase the traffic of prospective students seeking to be admitted into various programs of the university.

Similarly, if students hold negative impressions about the university, their comments about the university will scare other prospective students from the university. This will rubbish to a great extent every other efforts of the university to become more acceptable and attractive to prospective university students and their parents.

This work sought to ascertain the corporate image of Godfrey Okoye University as it is in the minds of the 2017/2018 graduating students.

**1.3 The aim and objective of this research is to find out how the students perceive the Image of Godfrey Okoye University.**

1. To ascertain the graduating students` impression on the quality of learning facilities in Godfrey Okoye university.

2. To ascertain the graduating students` impression on the quality of academic staff delivery.

3. To ascertain the graduating students` opinion on the regulation on social life of students while on campus.

4 To ascertain the graduating students` impression on the quality and attitudes of non-academic staff of the university.

**1.4. Research questions**

**This Study Asked The Following Research Questions:**

1. What are the graduating students’ impressions on the quality of the learning facilities in Godfrey Okoye University?

2. What are the graduating students’ impressions on the quality of academic staff delivery?

3. How do the graduating students’ perceive the regulation of the university on social life of the students while on campus?

4. What are the graduating students’ impressions on the quality and attitude of non-academic staff of the university?

1.**5 Scope of the study**

The study is limited to Godfrey Okoye University’s graduating students of 2017/2018 academic session of the institution based on their impression on the corporate Image of the University.

**1.6. Significant of the study**

This study will be useful to many institutions, corporate organizations, government officials and Public Relation practitioners who are new in this job as few works have been done on the subject. Also it will serve as resources for other researchers who will be interested in the subject of this research. It will also be beneficial to private institutions and colleges. Another important is that it will help the researcher to test the objectives of the study and the application of the theory used.

**1.7 Operational Definition of Terms**

The meaning of key words that constitute the research problems and some key words that may be used frequently in course of this research work will be define as sub-headings to ensure proper and easy understanding of the study. The following salient concepts have been conceptually and operational defined for the study.

**Corporate Image**

In this study, corporate Image entails that Godfrey Okoye University is seen as an institution that is recognized by law as an entity.

**Management**

This entails how Godfrey Okoye University was able to sell its Image by evaluating and controlling the impact of its appearance on herself, on her publics and achievement of its goals.

**Impression**

In this study, impression entails how the graduating students of 2017/2018 set of Godfrey Okoye University view the Image of the institution.

**Conceptual definition of terms**

**Corporate Image**

This is the net **re**sult of the interaction of all the experience, beliefs, feelings, knowledge and impressions that people have about an organization.

**Communication**

Communication is the channels and visuals aid against enemy or unfriendly interception for intelligence purpose. It is a medium through which relationship are established, extended and maintained.

It is also defined as a two way process of reaching mutual understanding in which participant not only exchange (encode-decode) information, news and feelings but also create and share meanings.

**Management**

Management is the process of designing and maintaining an environment in which individual working together in groups accomplishes selected aims through planning, organizing, staffing and controlling.

It is a process whereby work is performed through organizational personnel in an even changing organizational environment.

**Public**

This is a particular section of the community.

**Corporate**

**(Meaning** uniformity) unified into one body.

**Image**

This is a mental picture, ideal of concept of somebody or something. It is an impression people have about organization, nation, entity, individual etc.

**CHAPTER TWO**

**LITERATURE REVIEW**

**2.1 Introduction**

This study underlines the need for institutions, government and nongovernmental organizations to sharpen or improve on their dealings with its internal publics**. According to Nwosu** (1994), one important component of a good corporate strategy is corporate image management plan which is indeed, the core of modern public relations management or image management.

However, this chapter deals with the review of related studies on the topic Assessing the corporate image of Godfrey Okoye University/ the impressions held by 2017/2018 graduating students. The chapter was organized according to the following headings

* Review of concept
* Review of related literature
* Theoretical framework
* Summary of literature review

**2.2 Review of concepts**

The following concepts were reviewed/

* Corporate Image
* Strategies in assessing corporate Image
* Public Relations
* Public Relations: Models of Practice and Organization roles

**2.2.1 Corporate Image**

Corporate image is a strategic activity of Public Relation. It represents the highest level of personality and characteristics that can be created and communicated to the public Worcester (1997) defines corporate image as the net result of the interaction of all experiences, impressions, beliefs, feelings and knowledge people have about a company. According to Fill (2006), corporate image is the perception and impressions that the audience has about a company. Bromley (2001) also defines an organization’s image as the internal collective state of mind that underlies its Corporate communications efforts to present itself to others. According to Argenti and Druckenmiller (2004) corporate image is a reflection of an organization’s identity and its corporate brand. They also argue that corporate image is the organization as seen from the viewpoint of one constituency, and as such, depending on which constituency is involved, an organization can have many different images. This is in tandem with Fatt et al(2000), who define corporate image as the various stakeholders` perception about the actions, activities and accomplishments of an organization. Corporate Identity Organizations rely on various cues in their quest to project an image to its Stakeholders. According to Fill (2006), corporate identity is the outward projection of who and what the organization is, to its various audiences. Van Riel (1995) also defines corporate identity as the way an organization presents itself to its publics through communication, behavior, and symbols.

Corporate identity is thus the way an organization presents itself to its stakeholders. However, some of these cues may be planned or unplanned. Planned identity cues include; letterhead, logos, signage, product quality, behavior and appearance of staff among such related things, whilst unplanned cues include; media comment cleanliness of

the company’s premises and vehicles (Fill, 2006). According to Argenti and Druckenmiller (2004), corporate identity consists of a company’s defining attributes such as its people, products and services. An Organization’s identity involve both individual and collective elements (Fill, 2006). The individual element is concerned with the way the employees think and feel about their organization and the collective element identifies corporate identity as the degree to which the feelings and thoughts about an organization’s distinctive characteristics are shared amongst employees (Dutton and Dukerich, (1991).Corporate Personality, Corporate Identity encompasses how an organization behaves. However, how an organization behaves is shaped by its personality (Fill, 2006). An organization’s personality is also determined by the development of Public Relations practice in that country.

**2.2.2** **Strategies in assessing the corporate image**

In a sphere of observed field of Public Relations, one needs to start from the fact that the basic mission regarding these activities is concern for corporative image. However, it needs to be taken into account that image of Godfrey Okoye University is the result of all “real” activities (let’s consider like that all regular activities for which the Institution is registered) and all communication activities (by which the university transmits desired messages to its publics). Therefore, all business activities are reflected through corporate image, all the things that university does (or doesn`t), says and what it really is in its nature.

What the university does in context of its regular business activities is often a faster and more influential message than what is presented to the public using some special designed communication . It is obvious that the strategy of public relations (which builds the image as a mix of mentioned real and communication elements) needs to be taken extremely seriously. The public Relations strategy is complex and challenging. It will be successful only if it’s developed according to the rules of the discipline and not only by Public Relations professionals, but also by professionals from other disciplines that will provide wide expert knowledge applicable in the field of university. Strategy of public relations in development of the image of Godfrey Okoye University needs to involve the following four-phase process of solving the problem or creating the possibilities:

Phase 1: Defining the problems or possibilities – In this phase the knowledge, opinions, attitudes and behavior of all concerned by procedures and university policies are examined. It Creates the foundation for all other phases of solving the issue of developing an image.

Phase 2: Planning and programming – Information collected in the first phase is used for Decision making about stakeholders, specific goals, moves and communication strategies,

Tactics and general goals. That means that the results of the first phase are incorporated into the university’s policies and programs.

Phase 3: Taking actions and communicating – In this phase, the program of action and Communication which has to achieve specific goals for every public as a precondition for Realization of general goal of programe is carried out.

Phase 4: Evaluation of programme – In this phase of preparation, implementation and results of programme are evaluated. Adjustments are based on feedback on efficiency or none efficiency .Certainly, some other models can be used to approach drafting of a Public Relations strategy, but generally every high-quality strategy – as first, crucial step – has to have a situation analysis. This analysis will provide clear sight of the situation of the company or a problem that they should work on. Within this strategy, the crucial point is to define the public target to which the university is appealing well. Public Relations experts of Godfrey Okoye University primarily have to define who they are appealing to, what is the structure of every defined public; they have to track changes of affection and attitude in every defined group. All of this must be integrated with and included in the corporate image strategy, which will only then be able to achieve strategic goals, with its aimed, planned and clear messages, As the indicator of “correctness” of creation of the strategy, for the needs of this paper, we will use the data on whether the university have defined the targeted public. This process has to be a task in conducting the situation analysis for every Public Relations strategy. Presented results will help us to get partial response on the attitude of Godfrey Okoye University’s final year students about the assessing corporate image.

**2.2.3 Public Relations**

Public relations in Nigeria began on January 1, 1944 when the first Public Relations office was set up in Lagos and later extended to Enugu, Kaduna and Ibadan.

Richard Campbell (2011) said that Public Relation is the total communication strategies conducted by a person, government or organization attempting to reach and persuade an audience to adopt a point of view.

George Rodman (2009) defined Public Relation as the art or science of establishing and maintaining favorable relationship with the public.

According Ivy Lee (1900) Public Relation is a management function that defines public attitudes, procedures, polices and interest of an organization. It builds mutually beneficial relationship between organization and their publics.

Therefore, we can assert that public relation is a practice of managing communication between organization and its public. Public Relations includes an organization or an individual gaining exposure to their audience using topics of public interest and news items that does not require direct payment.

Most textbook consider the establishment of the publicity bureau in 1900 to be the founding of the public relations professional. However academics have found early forms of public influence and communication management in ancient civilizations, during the settling of the new world and during the movement to abolish slavery in England. Basil Clark is considered the founder of Public Relation in the United Kingdom for his establishment of editorial service in 1924, though academic Noel Turnball believes that Public Relations were founded in Britain first by evangelicals and Victorian reformers.

Propaganda was used by the United Kingdom, Germany and others to rally for domestic support and demonize enemies during the world wars, which led to more sophisticated commercial publicity efforts as public relations talent entered the private sector. Most historians believe that Public Relations became established first in the United State by Ivy Lee or Edward Bernays, and then spread internationally. Many American companies with Public Relations departments spread the practice to Europe when they created European subsidiaries as a result of the Marshal plan.

There is a popular misconception among students that Public Relation is primarily about talking and meeting with people, although it certainly includes these elements, there is much more to the profession. Public Relation involves managing an organization’s image through planning, research, communication and assessment. Edward Barnays describes three major function of public relation as informing, persuading and integrating.

1. INFORMING: Sending out information to a variety of public ranging from the people who work in a company’s office to its customer on the other side of the world. Example would be a press release announcing a new product line to stores that sells the company product.
2. PERSUASION: Attempt to induce members of various public to change their attitudes or action towards an idea, product or institution, example Publics Relations of Godfrey Okoye to its publics.
3. INTEGRATING: Attempting to bring public and institution together with a shared set of goals, actions and attitudes. Example a charity action designed to raise fund for a part in the city where the company has its office as the company works to become a vital part of the community.

Bernays saw Public Relation as a public good necessary for the proper functioning of society. He argued that society was moving too fast and becoming too complex for the average person to cope with and that the only hope for a functional society was to merge public and private interest through public relation.

The two- way model of interaction between the institution and its public is the central notion of modern public relation which can be defined as follow: the management function that established and maintain mutually beneficial relationship between an organization and the public on whom its success and failure depends. This definition has three basic segments.

1. Public Relation function: this means that it is central to the running of a company or organization and not merely a tool of the marketing department.
2. Public Relation establishes mutually beneficial relationship: this means that Public Relation is an interaction that should benefit sides, the organization and the public.
3. Companies depend on various publics to succeed: one of the primary reasons why Public Relation fails is that they neglect these relationships and consider only the company’s point of view. It is the image of the organization that attracts popularity among the potential customers. In this sense, the only image that can last long is the one that its stand is valid, true and authentic.

Life is filled with moments that call for persuasion, compromise and agreements. Every day, we are bombarded with one persuasive communication after another. On streets, expressways, we encounter countless billboards, posters, bumper stickers, and bus and trailer displays each with a separate advertising appeal. Through radio, moves, books, magazines, newspapers someone is trying to educate us, to convince us to buy a product, persuade us to vote for a candidate, subscribe to some version of what is right, true or beautiful. Various governments spend millions of currency to create propaganda favorable to them.

Since it is communication initiated with the intent that a receiver or receivers will internalize new attitudes or voluntarily accept new beliefs or values or behave in a specific way, it is of importance that a good public relation man should be a skilled communicator.

Public Relations and corporate social responsibility are different; independent fields of study each comprising its own theories, models, and processes. While each originated and evolved separately, they share some common principles. This chapter reviews literature to provide insight into the role of Public Relations in corporate social responsibility to determine its influence and opportunities. The first part provides an overview of public relations literature related to models of practice and practitioner roles. This will provide a foundation of knowledge regarding the function of Public Relations and the role that public relations professionals can play in an organization. The second part of this chapter introduces key concepts of corporate social responsibility and explores further the convergence of the corporate social responsibility and public relations agenda.

**Public Relations: Models of Practice and Organization roles**

To understand how public relations may be practiced differently in a socially responsible corporation, one must first understand how public relations are generally practiced in organizations. This study finds its theoretical foundation in two important areas of public relations research: models of public relations practice and public relations roles. Drawing on organizational and communication theory, these interdependent areas of research help to describe and legitimize the profession and practice of Public Relations.

Grunig and Hunt’s (1984) four models of public relations describe the ways public relations have historically been practiced within the framework of communication theory. The four models are: Press Agentry, public information, two-way asymmetric and two-way symmetric.

One-way communication refers to messages that flow in one direction—source, message, and receiver. Two of the models, press a gentry and public information, are both one-way communication models. The differences between the two are found by examining the manner in which the communication is delivered. Press agentry is likened to propaganda while public information is generally favorable, yet accurate, balanced and fair—in the tradition of true journalism. In both one-way models, the purpose of the communication is generally persuasive and the public relations practitioner disseminating the information serves as an advocate for the organization. While public relations may employ one-way communication tactics on occasion, public relations scholars generally agree that one-way models alone are insufficient for guiding public relations practice. According to the Managers Guide to Excellence in Public Relations and Communication Management (Dozier, Grunig, &Grunig, 1995), one of the three critical factors in achieving communication excellence is the knowledge of two-way communication practices.

Two-way communication includes feedback to complete the communication loop from source to receiver and back to source. Grunig and Hunt divide two-way communication practices into two categories: two-way asymmetric and two-way symmetric. The two-way asymmetric model involves gathering data from target publics and using the information to control the communications environment and effect change in public perceptions, attitudes, or behaviors. Even though gathering inputs from outside the organization is part of this model, the information gathered is not used to change senior management’s thinking, behavior, or position about a particular policy or issue. Instead, the “excellence” handbook shows that, “two-way asymmetrical communication can help organizations persuade publics to think and behave as the organization desires.” Communication within this model is viewed as inherently persuasive and manipulative.

Criticisms of this model include Grunig and White (1992), who argued that “the asymmetrical worldview steers public relations practitioners toward actions that are unethical, socially irresponsible, and ineffective”. Dozier and Ehling (1992) used theories on mass communication effects (domino effect, agenda setting, uses and gratifications) to further prove the ineffectiveness of the asymmetrical model. Ultimately, they reject the notion that Public Relations “is essentially manipulative” and advocate symmetrical communication practices that involve conflict resolution and negotiation—rather than persuasion and media effects.

Public Relations professionals using two-way symmetric communication act as a channel through which the public can communicate with and have influence on organizational decision-making. The theory suggests that the function of two-way symmetrical communication is negotiation and compromise with the public relations professional playing the role of mediator. The purpose of the communication according to this model is developing ‘win-win’ solutions to conflicts between organizations and publics.

Many researchers equate the two-way symmetrical communication model with ethical public relations practice. It has been positioned as a way for public relations to contribute value to the organization it represents and to society by helping the organization fulfill a “moral obligation to balance the interests of an organization with the interests of publics with which it interacts in society” (J. Grunig, 2000).

However, purists like Martinson (1994) contend that, “one genuinely concerned about building understanding and negotiating conflicts must, by definition, reject self-interest, even the enlightened variety, as an ethical baseline”. Truly symmetrical communication has been criticized as an unrealistic “utopian” idea for two reasons. The first reason is that public relations professionals have an allegiance to the organization, their employers, and must act in the organization’s best interests, which may make it difficult to serve the publics’ interests or behave ethically. The second reason is that corporations are believed to be powerful, and in many cases are more powerful than their publics. This raises questions about whether or not it’s possible to achieve true symmetry between organizations and publics, and what ethical framework best supports public relations practices.

Murphy (1991) filled a gap in the literature by introducing the “mixed-motives” model based on game theory. It provides a more accurate picture of how two-way symmetrical public relations are practiced in the real world. The logic is as follows: In a competitive zero sum game there is a clear winner and a clear loser. This win-lose scenario is likened to persuasive Public Relations that manipulates the public so that the corporation’s needs are met at the expense of the public good. In contrast, games of pure cooperation involve equal participants seeking a mutually agreeable outcome – in other words “symmetry.” However, Murphy argues that total congruency can also lead to inefficient outcomes, in other words, a lose situation. The mixed-motive model exists between these two extremes: “Each side retains a strong sense of its own interests, yet each is motivated to cooperate in a limited fashion in order to attain at least some resolution of conflict.

In response to criticism and as a deepening of the theory of excellence, Larissa Grunig, James Grunig, and David Dozier (2002) asserted in their most recent book that we never have defined the symmetrical model as the accommodation of a public’s interest at the expense of the organization’s self-interest. In fact, the concept of symmetry directly implies a balance of the organization’s and the public’s interest. Total accommodation of the public’s interest would be as asymmetrical as unbridled advocacy of the organization’s interests.

Instead, they assert that public relations create opportunities for the organization and its publics to engage in a dialogue. As the facilitator of that discussion, the public relations practitioner’s activities would include making an argument or advocating on behalf of the organization, as well as listening to the concerns and interests of publics, with openness to the fact that the organization may be in the wrong. According to the excellence researchers, Symmetrical Public Relation occurs in situations where groups come together to protect and enhance their self-interest. Argumentation, debate, and persuasion take place. But dialogue, listening, understanding, and relationship building also happen because they are more effective in resolving conflict than a one-way attempt at compliance gaining. (Grunig, Grunig, & Dozier, 2002), the above provides a thorough description of the functions and activities involved in two way symmetrical communications (argumentation, debate, dialogue, listening, relationship building), as well as the purpose of those activities (to resolve conflict). The researchers further contend that the theory of excellence is not purely a normative model that describes how public relations should be practiced. It is also a positive theory describing how public relations are practiced in some organizations.

In the original conceptualization of excellence, Dozier, Grunig, and Grunig (2001) point to three spheres of influence that make it possible for public relations to follow the two-way symmetrical model—knowledge base, shared expectations and organizational culture. The first sphere, knowledge base, relates to whether the individuals responsible for public relations in the organization have the professional expertise to manage an excellent public relations/communication program. According to Dozier, Grunig, and Grunig (2001), “The knowledge that distinguishes excellent from less-than-excellent communication programs involves two-way communication.”

The second sphere of communication excellence, shared expectations, relates to roles theory. The researchers categorized the ability to play the manager role as one of the core competencies of the knowledge base—they did not specify that public relations needed to have a specific place on the organizational chart. Regardless of title, however, they found that a strong relationship between the communication department and management was essential for excellent public relations to occur. “In organizations with excellent communication programs, dominant coalitions1 value communicators for their input before decisions are made”. Empirical research by Plowman (2005) showed that knowledge of and experience in public relations as a two-way practice encompassing mixed motives is essential if public relations are to be included in the dominant coalition, although it does not guarantee public relations’ place at the management table. Plowman ultimately concluded that while knowledge is critical, the worldview of the dominant coalition dictates whether or not public relations are practiced in the two-way symmetric model. The phrase dominant coalition comes from management science and organizational theory, identifying that group of people with the power to set directions and affect structure in organizations. (From Dozier, Grunig, &Grunig, 2001)

It’s clear from the above that roles and role relationships help define what model of practice is followed. The theory of excellence also takes into account the roles public relations practitioners play within organizations – the role of the public relations function as well as the individual activities that constitute the role. The following is a review of roles research in public relations and a discussion of how roles relates to models of practice.

The concept of roles is rooted in structural-functionalist theory and refers both to the acts performed by people in certain positions within an organization as well as their relationships with people in other roles (Bivins, 1989). Research on the role of public relations is well developed and has a long history. In a review of roles research in public relations, Dozier (1992) proposed that “practitioner roles are key to understanding the function of public relations and organizational communication”.

Broom and Smith (1979) originally conceptualized the following four practitioner roles in public relations:

1 expert prescriber: an informed practitioner who dispenses advice to management who passively follows the directions

2 communication facilitator: a “go-between” or liaison who manages information flow between management and its publics

3 problem-solving facilitator: practitioner who involve management in a systematic process to solve communication problems

4 communication technician: a skilled service provider who provides communication asked for by management

Dozier (1983) later rearticulated the activities of public relations practitioners as two basic organizational roles: the communication manager and the communication technician. Although conceptual differences can be drawn of expert prescription, problem solving process facilitation, and communication facilitation, these activities commonly are performed interchangeably by the same practitioner, as part of a common underlying role [the communication manager].

Empirical studies examining public relations models and practitioner roles showed that the manager role correlates most closely with the two-way symmetric and asymmetric models of public relations (Dozier, 1983). These findings are consistent with the theory of excellence, which proposes that having the knowledge to play the manager role is a critical factor in achieving excellence (Dozier, Grunig, &Grunig, 1995).

The knowledge or expertise needed to play the manager role was further defined through an in-depth continuation of study on public relations excellence. Grunig, Grunig, and Dozier (2002) reevaluated role enactment taking into account three perspectives: participants’ self reported key areas of expertise or knowledge, participants’ self-reported most frequent activities, and the dominant coalition’s self-reported expectations of public relations managers. From these data, four new role variations were developed: manager, senior advisor, media relations, and internal technician.

Looking more closely at the expertise needed to enact roles, the researchers were surprised to find that technician role expertise correlated strongly with many characteristics of excellence. They concluded that both technical expertise and managerial expertise are necessary for public relations excellence. For example, “media relations are one of the things that top communicators do in their role as managers”. This supports earlier findings by Leichty and Springston (1996) who demonstrated that public relations practitioners perform multiple roles simultaneously. Expanding on Broom and Smith’s findings using factor and cluster analysis, they found that most professionals are involved in technical activities while simultaneously engaged in activities more closely aligned with the manager role.

Two distinct types of manager role enactment also emerged from the 2002 excellence study: administrative manager and strategic manager. The administrative manager is skilled in sdeveloping goals, objectives, and strategies as well as managing budgets and people. The strategic manager is skilled at conducting evaluation research, performing environmental scanning, and using research to segment publics. The knowledge and expertise to enact the strategic manager role would appear to be the nexus between roles and the two-way models of public relations practice. Whereas administrative expertise involves the day-to-day operations of a well-run department (regardless of the four public relations models used), strategic expertise is closely tied to a set of strategic tools a communication department needs to use the two-way models (both symmetrical and asymmetrical) and contribute to the organization’s strategic planning process.

The final list of manager role enactment activities according to the excellence study includes the following: provides senior counsel to top decision makers, makes communication policy decisions, is accountable for public relations program, is responsible for public relations program success/failure, is expert at solving public relations problems, keeps others informed of media coverage, creates opportunities for management to hear publics, and represents organization at events and meetings. In addition to describing the function of public relations in helping an organization interact with its environment, these role descriptions provide guidance also on the necessary role relationships between public relations professionals and others inside the organization – particularly management. Most public relations roles research focuses on the relationship between the public relations professional and management as an indicator of the role that public relations ultimately plays within the organization. These findings create a partial picture of an excellent public relations professional’s skill set and regular activities.

**2.3 Review of Related Studies**

Anas Y. A. and Batool A. Q. (2016), The Role of Public Relations on Company Image: Social Media as a Moderating Variable: A Study at the Applied Science Private University at Jordan,International Journal of Academic Research in Business and Social Sciences vol. 6 No 4 ,they find out that there was an impact of the Public Relations on Company Image, and an impact of the Social Media as a moderating variable among Public Relations and Company Image.

Asadu C.A. (2011).Mainstreaming Communication for Development in the Management of the Niger Delta. A study at the Imo state university, African Journal of communication and development vol.3 No1, He finds out that permanent solution to the problem require sustainable development plan which can only be achieved through participatory communication approach, good governance and corporate social responsibility concept.

Natifu .B.(2007), Public relation and identity management Issues. an auto ethnography of a Uganda university vol. 17 No1. They find out the merit of decentralization of the public relations function to efficient identity management of complex organization and demonstrate how factors of resources, communication structure, dynamic environment and management leadership style perception of public relations and control of its access to information can impact on effective organization identity management.

Muga .D. (2006), the role of public relations in the image of Kennya judiciary system.A study at the school of Journalism and Mass Communication, University of Nairobi. The result recommended that the judiciary should move closer to the people through regular press conference and establishing a public relations office which should be ungraded to the level next to the present of the judiciary.

Agboola .M.G (2016), public relations strategies: A tool for building organization corporate image, A study at covenant university Otta Nigeria. They discovered how public relation strategies can be used to build a corporate image.

Smith and Harris (2005), the role of public relations in hospital management, Journal of communication and culture vol 1,No3. They discovered that good media is important in building and maintaining goodwill amongst the various publics of the hospitals.

Senija Š. and Đenar T. (2015), The role of Public Relations Strategy in Creating Corporate Image of B&H construction companies. The result of this study shows that in a group of managers in the construction industry indicate the need for their increasing awareness about the necessity of a strategic approach to corporate public relation and image as a factor of business success.

**2.4 Theoretical framework**

The theoretical foundation of this work was based on stakeholders and Excellent theory.

**2.4.1 Stakeholders theory**

This is atheory of organizational management and business ethics that addresses moral and values in managing an organization, it was propounded by Ian Mitroff in the year 1983. It states that a company owes a responsibility to a wider group of stakeholders, other than just shareholders. Stakeholder is any person that can affect or be affected by the action of a business. This theory reflect in this work as the final year students of Godfrey Okoye University as the ambassadors of the institution affect its growth positively or negatively to the public based on how they were treated in the institution.

**2.4.2 Excellent theory:** This theory was propounded by the international association of business communicators (IABC) in the year 1985.

This theory state that, in order to be excellent, Public Relations professional must enact the manager role and apply two-way communication models. This theory reflect in this study as the Godfrey Okoye University sends massages to its publics and get their responses and work on it to promote mutual relationship.

The theory concludes that the empirically derived manager role enactment “involves facilitating communication between publics and the dominant coalition, as well as facilitating problem solving”—activities closely related to the two-way symmetrical communications model.

However, these activities are not specifically addressed in the description of the manager role derived from the study. Rather, this type of behavior appears to be implied, at most, by more limited activities, such as “creates opportunities for management to hear publics” and “represents organization at events and meetings.” It would appear that a better description of the role and function of a Public Relations professional applying the two-way symmetric communication model is needed.

One reason for this gap may be that roles research does not sufficiently address the purpose of public relations, as suggested by Bivins (1989) who stated that “role and function do not necessarily imply purpose. Purpose, however, may determine role and function”. The purpose of the communication according to the two-way symmetric model is developing ‘win-win’ solutions to conflicts between organizations and publics. Research suggests that the professional would act as a channel through which the public can communicate with and have influence on organizational decision-making. Public relations would also serve as negotiator and mediator between the organization and its publics. This line of inquiry highlights the close correlation between the public relations function and “boundary spanning,” which describes how an organization interacts with its environment.

Leichty and Springston (1996) stated “a boundary spanner interacts with people outside his or her own group . . . . and conveys information and influence between one’s primary group and outside groups”. They also pointed out that the literature separates boundary spanning activities into two separate types of interactions. Whereby the practitioner represents the views of management to stakeholders, is similar to Bivin’s description of public relations professional as “advocate” for the organization. The other, whereby the practitioner informs management of the perceptions, expectations, and ideas of publics, is similar to Bivin’s description of the public relations professional as “counselor” to the organization. Boundary spanning research offers a concise description of the likely activities of a professional applying the two-way symmetric communication model. It further helps to clarify that the role of the public relations professional is inextricably linked to the purpose of the communication with its various publics, both internal and external. It suggests that to implement a two-way symmetrical model of communications, the professional must be prepared and qualified to wear more than one hat.

Therefore a more complete definition of the role of Public Relations may be a professional who, with support and permission of the dominant coalition, functions as a strategic counselor, engaging in a variety of boundary spanning activities that facilitate two-way communications between an organization and its publics, and who is motivated by a desire to serve the best interests of the organization and the interests of its publics, with a goal of achieving symmetry, or mutually agreeable outcomes.

Building on this foundation of research, the following section includes a review of literature that explores the convergence of corporate social responsibility and public relations and offers insight into public relations opportunities and influence.

**2.5 Summary of literature review**

Students are the internal public of Godfrey Okoye University and as well sells the institutions image to the public based on their impressions. Ojo (2008) says that the survival of democracy depends on its ability to address the major problems of the people. Having a good corporate image can make a significant difference on how it is perceived by the publics. A good Public Relation executive should know that his major duty is to ensure that the relevant publics have the correct and full information about the organization or institution he or she is representing in order to keep the image of the institution healthy.

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.1 Introduction**

This chapter discusses the research Design, sources of data collection, tools for data collection, the population of the study, sample and sampling techniques, instrumentation, reliability and validity of data and test instruments and data analysis techniques.

**3.2 Research Design**

The researcher adopted the survey design for the study. Quantitative social science research method, this enabled the researcher to collect comprehensive quantitative and accurate data. It also enabled researcher to describe what were to be discovered in the course of the study.

**3.3 population of the Study**

The population was made up of the 2017/2018 graduating class of Godfrey Okoye University, Enugu. The total population of 2017/2018 graduating class is 471.

The table below indicates the breakdown of the number.

**Faculties Populations**

|  |  |
| --- | --- |
| Management and sciences | 225 |
| Natural and applied science | 144 |
| Education | 91 |
| Art | 11 |
| Total | 471 |

Source: Personnel unit of Godfrey Okoye University, 2018.

**3.4 Sampling size/ Sampling technique**

In order to determine the sample size for the study, the researcher employed a statistical formular by Taro Yamane, the formula stated thus

N =

Where n = sample size

N = population of the study

e = margin of error

I = constant

n =

n =

n =

n = 216

Therefore the sample size for the study is 216

This study adopted multistage cluster sampling technique. This was done to give every element of the population equal chance of being selected. First, cluster technique was used to divide the population into 4 clusters. The researcher deemed this necessary because the four clusters represented the four Faculties in Godfrey Okoye Enugu.

In order to determine the number of graduating students to be selected from each of the four faculties of the university, non-proportionate quota sampling technique was used. The sample size was divided by 4. The result was given as approximately 118. Therefore, 118 graduating students will be selected from each of the four identified Faculties. This will be done using simple random sampling procedure.

**3.5 Description of research Instrument**

The instrument for data collection was questionnaire which involve two sections of questions with section A, comprising of the bio data of the respondents while the section B is the questions which included close ended and multiple choice questions

**3.6 Validity and Reliability of data gathering instrument**

To test the validity of the research instrument, the instrument was presented to a senior lecturer and a scholar in public relation for corrections and modifications. It was tested against ambiguity and also for clarification.

To test for reliability, the researcher conducted a pilot study. The sample of the questionnaire was administered on 10 graduating students of the university to confirm that the instruments will yield the desired result.

**3.7 Method of data collection**

In the course of carrying out this study, the data used were collected from primary sources. The information used in this primary data was collected using the questionnaire administered to the respondents.

**3.8 Method of data analysis**

The method of data analysis employed in this studyis frequency distribution analysis, whereby the researcher observed the frequency of the option ticked by the respondents, in this case, the option that has the highest frequency become the selected option that the conclusion will rest on.

**CHAPTER FOUR**

**DATA PRESENTATION AND ANALYSISS**

**4.1 Introduction**

In this chapter the researcher, presented and analyzed the data gathering through administration of questionnaires.

In these study 216 copies of the questionnaire were distributed to the various respondents, out of which 216 representing 100% were received and analyzed

The study answered the following research questions

1. What are the graduating students’ impressions on the quality of the learning facilities in Godfrey Okoye University?

2. What are the graduating students’ impressions on the quality of academic staff delivery?

3. How do graduating students’ perceive the regulation of the university on social life of the students while on campus?

4. What are the graduating students’ impression on the quality and attitude of non-academic staff of the university?

The questionnaire which comprised of closed ended question were divided into two segments, part A was made up of items that dealt with the demographic of the respondents, while part B answered questions on the psychographic data of respondents.

4.**2 Data Presentation and Analysis**

This section focused on the analysis of items in the questionnaire which were drafted to address the four research questions. It is divided into two sections, A, the bio data and B, the questionnaire

Analysis of demographic data section A

Table 1 Gender distribution of the respondents

|  |  |  |
| --- | --- | --- |
| Option | Frequency | Percentage |
| Male | 24 | 11.1% |
| **Female** | **192** | **88.8%** |
| **Total** | **261** | **100** |

**SOURCE: Personnel unit, 2018**

The above table reveals that 24 respondents, representing 11.1% were males while 192 respondents representing 88.8% were females.

Table .2: Marital status

|  |  |  |
| --- | --- | --- |
| Respondents | Frequency | Percentage |
| Married | 12 | 5.5 |
| Single | 204 | 94.4 |
| Total | 261 | 100 |

Source: Personnel unit, 2018.

The above table shows that 12 respondents representing 5.5% were married while 204 representing 94.4 were single.

Table 3: Occupation

|  |  |  |
| --- | --- | --- |
| Respondents | Frequency | Percentage |
| Students | 216 | 100 |
| Total | 261 | 100 |

SOURCE: Personnel unit, 2018

The above table shows that of 216 respondents representing the entire respondents were students.

Table 4: Age Distribution of Respondents.

|  |  |  |
| --- | --- | --- |
| Respondents | Frequency | Percentage |
| 18-25 | 176 | 81.4 |
| 25-30 | 40 | 18.5 |
| Total | 216 | 100 |

Source: Personnel unit, 2018.

The table above shows that 176 respondents representing 81.4% were between the age of 18 and 24 while 40 representing 5.5% were between the age of 25 and 30.

**SECTION B**

**Table 5: How would you rate the overall learning environment available in Godfrey Okoye University?**

|  |  |  |
| --- | --- | --- |
| **Respondents** | **Frequency** | **Percentage** |
| **Excellent** | **48** | **22.2** |
| **Average** | **160** | **74.0** |
| **Poor** | **8** | **3.7** |
| **Total** | **261** | **100** |

**Source: Personnel unit, 2018**

The above table shows that 48 respondents representing 22.2% answered excellent and 160 respondent representing 74.0% while 8 respondents representing 3.7% answered poor.

Table 6: How would you rate Godfrey Okoye University library?

|  |  |  |
| --- | --- | --- |
| Respondents | Frequency | Percentage |
| Excellent | 36 | 16.6% |
| Average | 152 | 70.3% |
| Poor | 28 | 12.9% |
| Total | 261 | 100 |

Source: personnel unit, 2018.

The above table shows that 36 respondents representing 16.6% answered excellent while 152 respondents representing 70.3% answered average and 28 respondents representing 12.9% answered poor.

Table 7: How would you rate the library, laboratory and studio of Godfrey Okoye University?

|  |  |  |
| --- | --- | --- |
| Respondents | Frequency | Percentage |
| Excellent | 28 | 12.9 |
| Average | 144 | 66.6 |
| Poor | 44 | 20.3 |
| Total | 261 | 100 |

Source: Personnel unit, 2018.

The above table shows that 28 respondents representing 12.9% answered Excellent and 144 respondents 66.6% answered average while 44 respondents representing 20.3% answered poor.

Table 8: how would you rate students’ access to the use of library, laboratory and studio?

|  |  |  |
| --- | --- | --- |
| Respondents | Frequency | Percentage |
| Excellent | 52 | 24.0 |
| Average | 120 | 55.5 |
| Poor | 44 | 20.3 |
| Total | 261 | 100 |

Source: Personnel unit, 2018

The table above shows the 52 respondents representing 24.0% answered excellent and120 respondents representing 55.5% answered average while 44 respondents representing 20.3% answered poor.

Table 9. Are you satisfied with the quality of academic staff available in Godfrey Okoye University?

|  |  |  |
| --- | --- | --- |
| Respondents | Frequency | Percentage |
| Yes | 100 | 46.2 |
| NO | 72 | 33.3 |
| Can’t say | 44 | 20.3 |
| Total | 261 | 100 |

Source: Personnel unit, 2018.

The table above shows that 100 respondents representing 46.2% answered yes while 72 respondents 33.3% answered No and 44 respondents representing 20.3% answered can’t say.

Table 10: Are you satisfied with the quality of teaching by the lecturers in Godfrey Okoye University?

|  |  |  |
| --- | --- | --- |
| Respondents | Frequency | Percentage |
| Yes | 100 | 46.2 |
| NO | 68 | 31.4 |
| Can’t say | 48 | 22.2 |
| Total | 261 | 100 |

Source: personnel unit, 2018.

The above table shows that 100 respondents representing 46.2 % answered Yes and 68 respondents representing 31.4 answered NO while 48 respondents representing 22.2% answered can’t say.

Table: 11 Do you think that the number of academic staff in your department/ discipline is adequate?

|  |  |  |
| --- | --- | --- |
| Respondents | Frequency | Percentage |
| Yes | 76 | 35.1 |
| NO | 104 | 48.1 |
| Can’t say | 36 | 16.6 |
| Total | 261 | 100 |

Source: personnel unit, 20 18.

The above table shows that 76 respondents representing 35.1% answered yes and 104 respondents representing 48.1% answered No while 36 respondents representing 16.6 answered can’t say.

Table 12: How do you perceive the university regulations on students’ social life while on Campus?

|  |  |  |
| --- | --- | --- |
| Respondents | Frequency | Percentage |
| Necessary | 60 | 27.7 |
| Unnecessary | 136 | 62.9 |
| Can’t say | 20 | 9.25 |
| Total | 261 | 100 |

Source: Personnel unit, 2018.

The above table shows that 60 respondents representing 27.7% answered necessary and 136 respondents representing 62.9% answered unnecessary while 20 respondents representing 9.25% answered can’t say.

Table: 13 How do you perceive the regulations on students dressing?

|  |  |  |
| --- | --- | --- |
| Respondents | Frequency | Per1centage |
| Necessary | 80 | 37.0 |
| Unnecessary | 124 | 57.4 |
| Can’t say | 12 | 5.5 |
| Total | 261 | 100 |

Source: Personnel unit, 2018.

The above table shows that 80 respondents representing 37.0.% answered necessary and 124 respondents representing 57.4% answered unnecessary while 12 respondents representing 5.5% answered can’t say.

Table 14: How you perceive the daily evening roll calls in the hostel?

|  |  |  |
| --- | --- | --- |
| Respondents | Frequency | Percentage |
| Necessary | 52 | 24.0 |
| Unnecessary | 160 | 74.0 |
| Can’t say | 4 | 1.8 |
| Total | 261 | 100 |

Source: Personnel unit, 2018.

The above table shows that 52 respondents representing 24.0% answered necessary while160 respondents representing 74.0% answered unnecessary and 4 respondents representing 1.8% answered can’t say.

Table 15: Are you satisfied with the overall attitudes of non-academic staff of Godfrey Okoye University?

|  |  |  |
| --- | --- | --- |
| Respondents | Frequency | Percentage |
| Yes | 48 | 22.2 |
| NO | 124 | 57.4 |
| Can’t say | 44 | 20.3 |
| Total | 261 | 100 |

Source: Personnel unit, 2018.

The above table shows that 48 respondents representing 22.2% answered yes and 124 respondents representing 57.4 answered NO while 44 respondents representing 20.3 answered can’t say.

**Table 16. Do** you think that Godfrey Okoye University non- academic staff are polite, courteous and dedicated to duties?

|  |  |  |
| --- | --- | --- |
| Respondents | Frequency | Percentage |
| Yes | 48 | 22.2 |
| NO | 100 | 46.2 |
| Can’t say | 68 | 31.4 |
| Total | 261 | 100 |

The above table shows that 48 respondents representing 22.2% answered yes and 100 respondents representing 46.2% answered No while 68 respondents representing 31.4% answered can’t say.

Table 17. How do you rate Godfrey Okoye University security team?

|  |  |  |
| --- | --- | --- |
| Respondents | Frequency | Percentage |
| Efficient but harsh | 68 | 31.4 |
| Efficient and polite | 28 | 12.9 |
| Inefficient | 120 | 55.5 |
| Total | 261 | 100 |

The above table shows that 68 respondents representing 31.4% answered efficient but harsh and 28 respondents representing 12.9 answered efficient and polite while 120 respondents representing 55.5% answered inefficient.

Table 18. How would you rate Godfrey Okoye University hostel Moderators?

|  |  |  |
| --- | --- | --- |
| Respondents | Frequency | Percentage |
| Friendly, caring and efficient | 44 | 20.3 |
| Efficient but harsh and bossy | 128 | 59.2 |
| Inefficient | 44 | 20.3 |
| Total | 261 | 100 |

The above table shows that 44 respondents representing 20.3% answered friendly, caring and efficient and 128 respondents representing 59.2% answered efficient but harsh and bossy while 44 respondents representing 20.3 respondents answered inefficient.

**4.3. Discussion of Findings**

In this section, data collected from survey on the topic Assessing the corporate Image of Godfrey Okoye University, an impression held by the 2017/2018 graduating students would be discussed. The data was contained in 216 copies of questionnaire.

**4.3.1 Research question 1**

**What are the graduating students’ impressions on the quality of the learning facilities in Godfrey Okoye University?**

To answer this question, researcher used questionnaire item 1, 2, 3, and 4

The finding shows that the students are satisfied with the quality of learning facilities in Godfrey Okoye University to a large extent. Since 66.6% of the respondents indicated that they are impressed to a large extent while 14.3% respondents indicated that they are impressed to a low extent.

This implies that the graduating students are impressed with quality of academic staff delivery.

This result is in line with excellent theory which states how public relations makes organization more effective, how it is organized and managed when it contributes most to organizational effectiveness.

**4.3.2 Research question 2**

**What are the graduating students’ impressions on the quality of academic staff delivery?**

To answer this question researcher used questionnaire items 5, 6, and 7

Graduating students are satisfied with the academic staff delivery to a large extent, since 46.5% of the respondents indicated that they are satisfied to a large extent while 19.7% respondents indicated that they are satisfied to a low extent.

This implies that the graduating students are impressed and satisfied with the academic staff delivery.

This is in line with stakeholder theory which states that a company owes a responsibility to a wider group of stakeholders. In this situation, the students are more like the stakeholder and Godfrey Okoye University is responsible and satisfied the students with the output of the lecturers.

**4.3.3 Research question 3**

**How do graduating students’ perceive the regulation of the university on social life of the students while on campus?**

To answer this question, researcher used questionnaire 8, 9, and 10.

The result shows that the graduating students to a large extent of 64.7% perceive the regulations of the university on social life of the students as unnecessary and 5.52% of the respondents indicated to a low extent that the regulations on the social life of the students while on campus are necessary.

This implies that the graduating students are not impressed with the regulations on the social life of the students while on campus.

**4.3.4 Research question 4.**

What are the graduating students’ impressions on the quality and attitude of non-academic staff of the university?

To answer this question, the researcher used questionnaire 11, 12, 13 and 14.

This result shows that the graduating students’ impressions on the quality and attitudes of non- academic staff of the university to a large extent of 54.5 are not satisfied with the quality and attitudes of non- academic staff of the university while 18.9% of the respondents indicated that they are impressed with the quality and attitudes of non-academic staff of the University.

This also implies that the graduating students are not impressed with the quality and attitudes of non-academic staff of the University.

**CHAPTER FIVE**

**SUMMARY, CONCLUSION, AND RECOMMENDATIONS**

**5.1 Introduction**

The aim of this study was to examine the corporate Image of Godfrey Okoye University by the 2017/2018 graduating session of the University. Survey research design was adopted using questionnaire for data gathering. Conclusive statements and recommendations are made which will help in enhancing corporate Image in the institutions, especially in the private institutions.

**5.2 Summary of Findings**

In the course of this study, the following findings were made.

1. The study found out that the learning facilities in Godfrey Okoye University are of a high quality and it satisfied the students of the university.

2. It also discovered that Godfrey Okoye University has good quality of academic staff.

3. It also found out that the students of the university view the regulations on the social life of the student while on campus as unnecessary

4. Also that the attitudes of non-academic staff of the university are not satisfied by the students of the university.

**5.3 Conclusion**

Based on the findings, the study concludes that the success of any institutions, organizations and other bodies is dependent on their relationship with its internal and external publics, therefore Godfrey Okoye university should keep maintaining their good work on providing quality of learning facilities and quality of academic staff as it will help them in producing good ambassadors of the university that will contribute to the growth of the Nation tomorrow and also that Godfrey Okoye University should employ more lecturers to their University to boost the good work of the University but work on their non-academic staff in order to create good relationship between them and their students as such will also add in creating good corporate image for the University.

**5.4 Recommendations**

Based on the findings made by the researcher, the followings are the recommendations:

1. Public and private Institutions should as a matter of priority make use of good quality learning facilities in their different institutions. This will encourage students to study more and also attract more students to their institution.

2. They should employ well quality academic and non- academic staff that will boost the knowledge of the students through good teachings as such will encourage more students into their institutions.

3. Institutions should make use of qualified Public Relations specialist to manage its Image.

**4.**  Universities should take part in interval research to know the needs, wants and challenges of the students. This will help them draw a concrete and efficient program for the students.

**5.5 Suggestions for further studies.**

The researcher suggests that further studies on corporate Image should be encouraged not only in the private institutions but also in public institutions and other bodies.

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