TITLE

The Impact of Community Relation Policy of a Corporate Organisation on its Communities

(A Case Study of NNPC)

By

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ABSTRACT

The study aimed at finding out the impact of community relation's policy of a co-operate organisation on its communities a case study of NNPC.

In chapter one of the project the following were treated, introduction, statement of research problem, objective (Aims of the study, significance of the study. Research questions, Research hypothesis. Assumption and limitation of study.

Chapter two reviewed literature while chapter 3 discussed methodology used Research methods, design, sample and measuring instrument.

Chapter four discussed data analysis and results while chapter five contains the discussion of results findings, recommendations and conclusions.

The research is conducted with twelve randomly selected communities. The instrument for data collection include questionnaire administered to members of the communities.

Twenty (20) questionnaires were distributed to each communities 54 were completed and returned.
The data collected were analysed, presented and interpreted on percentage basis. From the Data Analysis it was found that members of the communities were not happy with the company (NNPC) they feel that the company is not meeting up with their demands. However should NNPC implement their full policy for their communities it would contribute immensely in enhancing both the communities and organisational performance since a strong positive correlation would exist between the two due to a well-articulated public relation policy.