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## **Role of Public Relations in Framework of the Integrated Marketing Communications System**

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### **Abstract**

This study aimed to monitor and analyze role of public relations in framework of the integrated marketing communications system, based on the scientific literature concerned in this regard.

It is a descriptive study, and it uses the (documentary) survey method. Thus, the paper concluded that:

- Multiplicity of activities, jobs and roles that marketing public relations seek to achieve, such as; exploiting marketing opportunities, achieving competitive advantage, creating personal relationships with customers, supporting marketing efforts, reinforcing product image, raising the level of publics' awareness, identifying and promoting new products, raising awareness of branding, providing credibility, and reaching influencers in the purchasing process.

There are three opinions or views on relationship between public relations and integrated marketing communications; the first opinion states that there is no relationship or link between them, and the second opinion indicates an integrated relationship, while the third opinion sees that there is a dependency relationship, public relations follows marketing.

**Key words:** Public Relations , Integrated Marketing Communications, Promotion, Advertising, Personal Sales, Publicity.