
Overview

This standard is about developing an understanding of the environment within which the organisation operates. The organisation may be a client of a public relations agency/consultancy, or may employ in-house public relations professionals. The standard involves monitoring relevant environmental factors, assessing their potential implications for the organisation and setting appropriate public relations objectives with measurable outcomes. It is for public relations professionals who monitor and assess an organisation's environment.

**Performance
criteria**

- You must be able to:
- P1 monitor customer requirements and perceptions, competitors, environmental, sociological, economic and political events and issues, and the organisation's internal environment and assess their implications for the organisation
 - P2 research and forecast trends, assessing their implications for the organisation and for the public relations strategy
 - P3 identify and prioritise the strengths and weaknesses of the organisation, and potential opportunities and threats in the organisation's external environment
 - P4 check the validity and reliability of views and information in order to minimise the risk of bias
 - P5 explore a range of scenarios for the organisation and determine their implications for the organisation's public relations strategy
 - P6 seek input from key stakeholders and other sources of expert advice where appropriate
 - P7 develop and agree public relations objectives for the organisation, establishing associated outcomes that are measurable
 - P8 evaluate and recommend actions based upon an assessment of relevant legal and regulatory requirements and professional and ethical codes

Knowledge and understanding

You need to know and understand:

- K1 legal, regulatory and ethical requirements and codes of practice relevant to the business sector of the organisation and to public relations
- K2 the conceptual frameworks and theories relating to public relations
- K3 the vision, objectives and culture of the organisation
- K4 key external and internal developments and trends affecting the organisation, the nature of their impact on the organisation and their implications for public relations
- K5 the business sector and market in which the organisation works
- K6 methods of researching and forecasting trends and issues management
- K7 methods of identifying and prioritising the strengths and weaknesses of the organisation, and potential opportunities and threats in the organisation's external environment
- K8 techniques for checking validity and reliability of views and information
- K9 techniques for constructing scenarios and assessing their implications
- K10 key publics/stakeholders and sources of expert advice
- K11 the organisation's various publics and their needs and expectations relevant to the organisation
- K12 how to develop objectives and associated measures for monitoring and evaluating the effectiveness of public relations strategy

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