



ISSN 2278 – 0211 (Online)

The Conflict: the Attitudes of the Public Relations and Advertising Agency Employees towards Each Other's Careers

Dr. Cisil Sohodol Bir

Associate Professor, Department of Public Relations, Bahcesehir University, Turkey

Dr. Idil Karademirlidag Suher

Associate Professor, Department of Public Relations, Bahcesehir University, Turkey

Dr. H. Kemal Suher

Associate Professor, Bahcesehir University, Turkey

Abstract:

Public relations agencies and advertising agencies are obliged to work together from time to time to solve the communication problem of an organization. The maintenance of this relationship with no problems and in a way so as to solve the problem of the client in a healthy way depends on the harmonious work between two career organizations. However, the experiences show that the perception of the employees of these two organizations towards each other about their career and the way of working, disrupt such harmony and two communication companies looking for solutions become problem themselves. In the article written by Edd Applegate in 2006 and published in Public Relations Quarterly, with the title What do The Advertising Agency Employees need to Know About Public Relations, has seen this problem and has explained the difference of public relations from advertising and the public relations career to the employees of advertising agency. The solution to this problem is only possible with bringing forward the attitudes towards each other of these two different groups with different education and with different career perception towards themselves. Therefore our research will focus on this subject that the related literature does not handle very much in our work, priority will be given to preparing the question form that measures the "Attitudes towards Public Relations and Advertising Careers" by starting with general career definitions and implementation of public relations and advertising. Later on, these question forms will be implemented in advertising agencies that are members of the Advertisers Association and public relations agencies that are the members of TÜHİD (Turkish Public Relations Association) and the attitudes of two different career groups towards each other will be displayed. At the end of the study, starting with the data received from research, some proposals will be given for to the development of relationship between the employees of advertising and public relations employees.

Keywords: public relations, advertising, communication, conflict

I. Introduction

The definition of integrated marketing communications (IMC) used by the American Association of Advertising Agencies is a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communications disciplines, e.g., general advertising, direct response, sales promotion and public relations— and combines these disciplines to provide clarity, consistency and maximum communications impact.

IMC approach emphasizes the integration of different messages communicated before reaching the consumer and the need to use them in a way that support each other. One of the communication elements used should not reduce the effectiveness of the other, should not state anything conflicting and on the contrary it should strengthen the effect created by it. Within this context, the harmony and integration between advertising and public relations that are the most effective elements in the marketing communication mix, is of utmost importance. During the process of the creation of this harmony, the agencies that conduct the advertising and public relations work of the organization are obliged to produce work in a way to support and complement each other.

Public relations agencies and advertising agencies are obliged to work together from time to time to solve the communication problem of an organization. The maintenance of this relationship with no problems and in a way so as to solve the problem of the client in a healthy way depends on the harmonious work between two career organizations. However, the experiences show that the perception of the employees of these two organizations towards each other about their career and the way of working, disrupt such harmony and two communication companies looking for solutions become problem themselves.

2. Literature Review

2.1. Definition of Integrated Marketing Communications

There is no universal definition of integrated marketing communications and there are many Interpretations. According to Delozier the definition is the most appropriate which states: The process of presenting an integrated set of stimuli to a market with the intent of evoking a desired set of responses within that market set....and...setting up channels to receive, interpret and act upon messages from the market for the purposes of modifying present company messages and identifying new communication opportunities The definition of integrated marketing communications used by the American Association of Advertising Agencies is *a* concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communications disciplines, e.g., general advertising, direct response, sales promotion and public relations— and combines these disciplines to provide clarity, consistency and maximum communications impact.

IMC has been widely accepted by business around the world as a marketing communication system that allows organizations to better manage their brand images (Kitchen, Schultz, Kim, Han & Li 2004; Sheehan & Doherty, 2001). Integrated marketing communication is defined as a field that incorporates public relations, marketing, and advertising. In theory and practice, IMC strategies are aimed at combining or integrating the elements of the communication mix, such as advertising and public relations in order to create a balanced and consistent marketing communications message that strengthens the brand (Houman Andersen, 2001; Maddox, 2003; Rossiter & Bellman, 2005; Wasserman, 2000).

IMC has been variously described and understood as a communications tool, theoretical concept, practitioner discourse, system of media planning, or coordinated practices and behaviors within companies and agencies (e.g., Cornelissen and Lock, 2000, Schultz and Schultz, 2004). Schultz and Kitchen (1997, 2000) have argued that this variety of perspectives upon the nature and practice of IMC is characteristic of a growing and expanding field, and reflects an early stage of theoretical development. The central thrust being that over time, and as theorizing and research on IMC progresses, this diversity of perspectives will be sanitized and eventually reduced to a common, singular and formal theoretical model.

IMC involves a process that is circular in nature a sort of two way communication between organizations and consumers that gathers and stores responses to communication and uses that information to effectively target consumers in future efforts (Roznovski, Reece, and Daugherry; 2002). Good relationships with the customers are the essence of a successful performance by any organization. In the words of Lewitt (1991: 131) “A business is an organized system of activities whose existence and level of success are based entirely on its ability to attract and hold a necessary number of solvent customers in some economically effective.” For nonprofit organizations, the definition of customers is more complex- it might include clients, volunteers and donors. (Thorson, Moore, 1996:292)

The term integrated marketing communication is often used to describe this planning process. Although the term integrated marketing communication or IMC has only become popular in the past decade. A carefully orchestrated strategy is crucial in today's turbulent atmosphere, where one misstep can have serious consequences. Citibank's choice of a single advertising agency shows the emphasis this company places on integrating all of its messages to customers. Although Citibank is coordinating its messages on a worldwide basis, integration canals be the goal in single market. A number of advertising agencies are responding to the desires of marketers to have “seamless campaign” that merge traditional media advertising with other form of communication. These agencies are either adopting the IMC approach or setting up separate business units to operate this way. Many marketers that espouse IMC use a variety of outside specialists but do the message coordinating themselves. (Engel, Warshaw, Kinnear, Reece, 2000:4-5)

The trend away from traditional communications strategies, based largely on mass communication delivering generalized messages, has started to give way to more personalized, customer orientated and technology driven approaches, referred to as integrated marketing communication. Duncan and Everett (1993) recall that this new media approach has been referred to variously as orchestration, whole egg and seamless communication One of the more popular and intrinsically satisfying views of IMC is that the messages conveyed by each of the promotional tools should be harmonized in order that audiences perceive a consistent set of messages. (Fill, C; 1999: 600-6001)

A more important practical problem is to identify what it takes to achieve integration as a process. As a process integration involves harmonious cooperation as a process. As a process integration involves the harmonious cooperation of bureaucratic specialties to solve a communications problem. On one hand we have specialists in a variety of communications disciplines, such as copywriters, art directors, media planners, database technicians, and event marketing designers. (Jones, 1999: 355) To understand what integrated means in the context of the integrated marketing communication concept; it is useful about integration and synergy together. Integration is the combining of separate parts into a unified whole. One outcome of integration is synergy, which is the integration of individual parts in a way that makes the integrated whole greater than the sum of its parts. This interaction is sometimes expressed as $2+2=5$ (Duncan, T. 2008: 51)

The market conditions that led to the birth of the IMC concept do not only still exist, they have accentuated over the years since the term was coined in the late 80's (Kitchen, Brignell, Li, and Spickett-Jones 2004). The seminal IMC textbook from Schultz, Tannenbaum, and Lauterborn presents a list of causes to the development of IMC that looks similar to the one presented by Duncan and (1996) in their book chapter covering the same topic: (1) media fragmentation determined by an increase in the number of media vehicles (for details, Sissors and Bumba 1995); (2) audience fragmentation – the audience started developing loyalties towards specific programs and shows, the days of the reigning three TV networks were gone; (3) technology rapidly entering the marketing realm due to the decreasing costs of computational resources as well as to the easier access to databases; (4) increase in competition

due to the abundance of “me-too” products (Duncan and Caywood 1996); (5) increasing retailer power due to the information on consumers that retailers possessed; (6) a developing sense of globalization and need to market globally; and (7) an increasing pressure for the bottom-line and for higher return-on-investment.

2.2. *Public Relations and Advertising in Integrated Marketing Communications*

Public relations and advertising complement each other within the principle of IMC. When a new product is created the company’s launches a campaign to first bring attention to the media and as a result the consumers become aware of the existence of the product. A competitive advantage is built when these elements are planned correctly and if events are coordinated aspects of the promotional mix. (Fill, 1995:406) With the use of public relations, advertising, and marketing communications there must be a balance of these principles if integrated marketing communications is to work properly. All principles of marketing communications should work in with the other aspects of public relations and advertising. (Heath, 2001:209) These fields are typically integrated however sometimes they are not. The reason for this occurring is simply based on the function of a lack of communication and cooperation. In theory a company or business should always want these elements of their organization to be integrated and working together. However in most instances the elements of marketing communications are designated as either being marketing or a communications tool. (Heath, 2001: 210)

Public relation professionals have always understood the concept of relationships after all the world relations is part of their job title. Unfortunately many marketing people in the past did not always recognize or appreciate the value of public relations. Some major steps toward bringing marketing and public relation departments closer came in the early 1990s with the development of a concept called relationship marketing, pioneered by PR consultant Regies McKenna. At the same time, courses devoted to relationship marketing began to develop in business schools around the world.

Although McKenna’s background is public relations; he challenged the marketing industry to become more “customer-centric” and to understand customer relationships better. “Advertising, promotion and marketing share thinking are dead” wrote McKenna, “and what counts are the relationships a company develops with its customers, suppliers, partners, distributors- even its competitors.

IMC is helping to introduce to marketing practitioners some of the concepts that public relations professionals have known about for year, such as the importance of stakeholder relationships. Marketing people are discovering the power and value of marketing public relations- that is, brand publicity- to deliver highly effective, cost efficient messages. At the same time, public relation people are learning more about marketing and are using marketing concepts such as branding and positioning to build corporate communication strategies. (Duncan, T.2008:307-308) Before the application of the integrated marketing communication, inconsistencies were observed between the communication messages of the operations, used with the purpose of reaching the consumers and the operations were not successful in creating integrity.

Because for the advertising business an advertising Company, for Public Relations business a Public Relations Company, for sales promotion business a Sales Promotion Company etc. were chosen. As the result of this, not only the promotion tools were use in wrong proportions but also a consistent communication using different tools also resulted in failure. (Kotler, 2000:164)

However, interdependencies that are among the marketing elements require a very careful planning. At this point choosing an element, also require the use of another. This makes it necessary to establish connection between all the communication elements used in the work concluded. (Kotler, 2000:169) For example, sales by means of retailers require participation in the advertising expenses to be made with them. Catalogue sales may require the work of telephone order department to work seven days a week. Within the framework of all these reasons, it is quite important to make a total value proposal in which where the marketing and communication elements can join with no fault. The ideas also display the importance of integrated marketing communication approach.

Integrated marketing communication approach, since it provides the opportunity of integration of different communication messages that are of interest to the operation, it is important from the point of preventing the creation of messages from different sources that do not complete each other, and from the point of removing the negative effects over the purchasing decision process of the consumer. (Bozkurt 2000:11) If each of the marketing communication elements work within integrity, in other words if the orchestration among these elements are provided, it is possible to create an environment of synergy. Synergy, with the individual and independent attempts supporting each other, carries the meaning of creating more effect than these attempts operating independently in each functional area. (Duncan, Everett, Stephen; 1993:32) Therefore, it is of utmost importance for the operations that the integrated marketing communication approaches, to serve as a strategic element that assists the creation of synergy and message consistency without being dependent on the communication tool. (Lynee, Kitchen, 2000:669)

Integrated marketing communication approach, is also used as a strategic element form the point of relaying the institution image. (Odabaşı, Oyman; 2002:72) In order to provide for the integrity of messages in integrated marketing communication and to catch the target mass in every point, the use of all communication tools in a coordinated way is required. The most important of these tools is public relations and advertising.

The most prominent characteristic of this definition is; a company is content with giving all its work related to advertising to one advertising company. Public relations activities of the companies are conducted by one public relations agency, one the other hand marketing department of the companies try to implement sales promotion programs. As the result of this, advertising of the companies go one direction, public relations to another, and sales promotion to a different direction and connected to this the desired attitudes and reactions are not formed in the targeted masses. Therefore, the effectiveness of the companies’ general marketing communication is reduced to an important degree. Integrated marketing communication, require an approach where all different pieces in the marketing attempts are coordinated in order to reach the target consumers as one voice, integrated message and as single image. This new

approach, is defined as a management and execution process of all information source about product/service to which the consumer and possible consumer is exposed to, that motivate the consumer towards purchasing in attitude and that provide customer satisfaction. The most frequently used communication tools in the integrated marketing communication in Turkey and in the world are public relations and advertising. These two communication work are very important in determining the positioning of the operation in the minds of the consumer and therefore it is very important that both are used in a way to support each other and to provide maximum efficiency from both. In order to provide the effect expected from advertising and public relations work it is necessary for messages created in both areas to be in synergy with each other, not to relay message that are not conflicting, and to create a synergic effect. If a discrepancy emerges between the messages sent to the consumer with the public relations application for the company, company reputation is effected in a negative way from this.

With all these reasons, it is very important that the work of the advertising agencies and public relations agencies that execute the business of the company, to be in harmony with each other. To provide such synergy, initially the employees of the advertising agencies and public relations need to understand each other and the work other do. For this reason, it is very important that the general opinions, prejudices and existing perceptions of two group employees about each other's work should be revealed and problematic points, misunderstandings should be determined. In this research, the existing perceptions, prejudices and information of advertising agencies and public relations employees are tried to be revealed and therefore the data is put forward in order for the two sectors to work harmoniously and with synergic effect, within the integrated marketing communication process

3. Method

The objective of this research is to put forward the similarities and differences of ideas of advertising and public relations sector employees towards each other's work. In order for the integrated marketing communications work to be successful, advertising and public relations agencies need to work in harmony. Providing this harmony, is only possible with public relations and advertising agency employees understand each other, their work and trust each other. The purpose here is to reveal the existing condition of the perception of such agency employees towards each other.

In order to reveal the existing opinions of the advertising and public relations employees' towards each other, initially interviews were conducted with three advertising sector employees and three public relation employees in dept. In the mentioned employees, the requirement of at least 5 years' experience in their sector was sought for. Later, starting from these in depth interviews 23 different expressions were defined relevant to the advertising and public relations' employees towards each other. With these expressions, using Likert measure, two online questionnaire forms were prepared to be implemented, one to public relations employees and the other to advertising sector employees. In the same questionnaire forms, sex of the employees and their year of work in the sector were also included.

In the research convenience sampling method was used. Questionnaire forms were sent to the selected personnel of agencies with certain size that are members of Advertisers' Association and Turkish Public Relations Association (100 advertising agency personnel - 100 public relations agency personnel) over the internet and filling of the forms was provided by contacting the related advertising agency manager by phone. At the end of the period given, return of 51 online questionnaires from advertising agencies and 53 from public relations agencies was provided. Rate of questionnaire returns in the research is 52%.

In the data analysis SPSS program was used.

4. Findings

Firstly, this research is a primer work or work that can be considered as pilot. The data that emerges in this research will be tested with a higher sampling research and the validity and reliability of the developed categories will be put forward. In this work, it was tried to determine the points of view of Advertisers towards Public Relations Specialists and vice versa and understand whether there is a difference between these points of views. In compliance with this objective, frequency tables, means and independent t-test was used in the analysis. While trying to determine the point of view of Public Relations Specialists to Advertisers and Advertisers to Public Relation Specialists the expressions used in this work was collected in 6 categories and reported. As expressed above, this categorization was realized before the implementation of factor analysis due to the fact that this is a preliminary work. Analysis made here, is directed mostly to whether there is a mean difference between expressions, and the final objective is to sharpen these expressions directed to a more representative research. The categories developed directed to the reporting of expressions, are Ethical Issues, Empathy, Quality, Sector Perception, Opinion about the Field Information and Importance.

| | Frequency | Percent |
|------------------|-----------|---------|
| Public Relations | 53 | 50,96 |
| Advertising | 51 | 49,04 |
| Total | 104 | 100 |

Table 1: Sample Size

When considering the work areas 51% of the sampling chosen work in Public Relations and 49% in advertising.

| | Frequency | Percent |
|--------------------|-----------|---------|
| 4 Years and Less | 27 | 25,96 |
| 5 and 12 Years | 57 | 54,81 |
| 13 and 19 Years | 16 | 15,38 |
| 20 Years and Above | 4 | 3,85 |
| Total | 104 | 100 |

Table 2: Working Years

When considering the years worked, 54,81% of the employees work between 5 and 12 years and 3,85% has worked for 20 years or more in their sectors

| | Frequency | Percent |
|-------|-----------|---------|
| Women | 64 | 61,54 |
| Men | 40 | 38,46 |
| Total | 104 | 100 |

Table 3: Gender

When considering the distribution of working, the percentages of women and men are 62% and 38% respectively and show a balanced distribution.

In the analysis made, no meaningful difference between the expressions with years worked and sex were observed. In this sense the opinions of the parties about each other do not change according to the sexes and the years worked. Especially the fact that opinions do not change according to the years worked is interesting. As it can be understood from this result, the process that one goes through after starting one's career and the institutional information remain fixed and unchanged regardless of whether the years worked are long or short. Or the new starters have the same opinions with the older ones in the socialization process.

| Ethical Issues | PR Practitioners | | | | | Advertising Practitioners | | |
|--|------------------|-------|--------|-----|-------|---------------------------|------|--|
| | Mean | SD | t | df | Sig. | SD | Mean | |
| Advertisers give importance to the ethic values in Turkey | 2,72 | 0,968 | -2,725 | 102 | 0,008 | 0,971 | 3,24 | PR Practitioners give importance to the ethic values in Turkey |
| Advertisers do not make unethical contacts with media to cheat the firms | 3,02 | 1,083 | 1,420 | 102 | 0,159 | 1,021 | 2,73 | PR Practitioners do not make unethical contacts with media to publish news about the firms |
| Advertisers do not lie to clients about the PR Practitioners | 3,04 | 0,854 | -1,091 | 102 | 0,278 | 0,808 | 3,22 | PR Practitioners do not lie to clients about the Advertisers |
| Advertisers give importance to the corporate communication | 2,85 | 0,949 | -5,403 | 102 | 0,000 | 0,808 | 3,78 | PR Practitioners give importance to marketing |

p<.05, (5 Strongly Agree - 4 Agree - 3 Undecided - 2 Disagree - 1 Strongly Disagree)

Table 4: Means, SD and T-Test Results of Items about Ethical Issues

When Table 4 is examined, and considering the Ethical Issues it can be seen that 2 expressions differentiate in a meaningful way. Related to the ethical values, advertisers see public relations experts more loyal to the moral values and in contrast, public relations experts consider the loyalty of the advertisers to ethical values less negative. While advertisers think that public relations experts place more importance to marketing, public relations experts mentioned that advertisers are not sensitive enough to corporate communication area. While advertisers think that marketing is their own playing ground, and public relations experts also place importance in this area, public relations experts think that advertisers do not place the same importance to the corporate communication as which they think is their own playground.

| Empathy | PR Practitioners | | | | | Advertising Practitioners | | |
|--|------------------|-------|--------|-----|-------|---------------------------|------|--|
| | Mean | SD | t | df | Sig. | SD | Mean | |
| Advertisers like PR Practitioners | 2,66 | 0,898 | -2,444 | 102 | 0,016 | 0,845 | 3,08 | PR Practitioners like Advertisers |
| Media likes Advertisers | 3,89 | 0,891 | 3,093 | 102 | 0,003 | 0,868 | 3,35 | Media likes PR Practitioners |
| Advertiser know Pubic Relations Concepts | 2,42 | 1,167 | -4,051 | 102 | 0,000 | 1,143 | 3,33 | PR Practitioners know Advertising Concepts |
| Advertisers do not interfere with Public Relations area while they are doing their job | 2,92 | 0,917 | -1,197 | 102 | 0,234 | 0,895 | 3,14 | PR Practitioners do not interfere with Advertising area while they are doing their job |

p<.05, (5 Strongly Agree - 4 Agree - 3 Undecided - 2 Disagree - 1 Strongly Disagree)

Table 5: Means, SD and T-Test Results of Items about Empathy

When analyzing the Empathy category in Table 5, initially it is observed that advertisers mentioned that public relations experts liked them; however, public relations experts thought that advertisers had more negative view about them. When results displaying the attitudes of media towards advertisers and public relations experts are analyzed, it is seen that the public relations experts' opinions about the liking of media towards advertisers was more dominant.

In the question asked in order to evaluate the level of information both employee groups have about each other's areas, results obtained showed that in a similar way to earlier results, public relations experts think that advertisers have not adequate information about the PR concepts. When looking from the side of the advertisers, it was determined that advertisers have more positive opinions for public relations experts about the information on advertising concepts.

| Quality | PR Practitioners | | | | | Advertising Practitioners | | |
|--|------------------|-------|-------|-----|-------|---------------------------|------|--|
| | Mean | SD | t | df | Sig. | SD | Mean | |
| Qualified people work in the area of Advertising | 3,43 | 0,721 | 2,514 | 102 | 0,013 | 0,948 | 3,02 | Qualified people work in the area of Public Relations |
| The people work in the area of Advertising are creative enough | 3,34 | 0,939 | 2,861 | 102 | 0,005 | 1,106 | 2,76 | The people work in the area of Public Relations are creative |
| There are very good Advertising agencies in Turkey | 3,70 | 0,972 | 2,167 | 102 | 0,033 | 1,021 | 3,27 | There are very good Public Relations in Turkey |
| Advertising sector use Internet efficiently | 2,62 | 1,147 | 1,139 | 102 | 0,257 | 0,896 | 2,39 | Public Relations sector use Internet efficiently |

p<.05, (5 Strongly Agree - 4 Agree - 3 Undecided - 2 Disagree - 1 Strongly Disagree)

Table 6: Means, SD and T-Test Results of Items about Quality

When analyzing the Quality Category in Table 6, it was tried to determine the perceptions of employees working in both sector directed to the working human quality. According to this, it was revealed that more negative perceptions of advertisers existed directed to the quality of people working in public relations area. In the evaluation made relevant to the creativity of the people working in this category, it was revealed that advertisers did not find public relations experts creative enough. When considering the creative processes of both sides, this is a considerably meaningful result. As a general idea, advertisers see themselves more creative and public relations experts confirm this. This situation also emerges in the opinions of both sides directed to the advertising and public relations agencies. When quality towards the agencies existing in both fields is examined, it was revealed that advertisers expressed a more negative opinion related to the public relations agencies. Even though the difference is not statistically significant between the variables; both groups mentioned that they are not using the Internet adequately and in an efficient way.

| Sector Perception | PR Practitioners | | | | | Advertising Practitioners | | |
|--|------------------|-------|--------|-----|-------|---------------------------|------|--|
| | Mean | SD | t | df | Sig. | SD | Mean | |
| Advertising is changing in Turkey | 3,40 | 1,007 | -0,506 | 102 | 0,614 | 0,880 | 3,49 | Public Relations is changing in Turkey |
| Advertising Sector gets bigger | 3,94 | 0,691 | 0,733 | 102 | 0,465 | 0,703 | 3,84 | Public Relations Sector gets bigger |
| In Turkey Advertising Sector does not compete with Public Relations Sector | 3,04 | 0,960 | -2,081 | 102 | 0,040 | 1,064 | 3,45 | In Turkey Public Relations Sector does not compete with Advertising Sector |

p<.05, (5 Strongly Agree - 4 Agree - 3 Undecided - 2 Disagree - 1 Strongly Disagree)

Table 7: Means, SD and T-Test Results of Items about Sector Perceptions

When Sector Perception category is analyzed, although the differences in between are not statistically meaningful, both group mentioned that a change that was not very evident existed in each other's sector, however that there was an evident growth. When the question related to the competition between two sectors is evaluated, it was revealed that public relations experts mentioned that advertisers were in a more intense competition with their own sector. Public relations experts tend to think that there is a tension between sectors compared to the ideas of advertisers

| Opinions About the Field Information | PR Practitioners | | | | | Advertising Practitioners | | |
|---|------------------|-------|--------|-----|-------|---------------------------|------|--|
| | Mean | SD | t | df | Sig. | SD | Mean | |
| Advertising does not limited only to sell products | 3,89 | 0,870 | -0,084 | 102 | 0,933 | 0,96 | 3,90 | Public Relations does not limited only to make publicity |
| Advertising is a low budget business | 1,53 | 0,608 | -4,774 | 102 | 0,000 | 0,731 | 2,16 | Public Relations is a low budget business |
| If Advertising is used properly, it creates positive perception about the products | 4,34 | 0,678 | 0,043 | 102 | 0,966 | 0,816 | 4,33 | If Public Relations is used properly, it creates positive perception about the products |
| If Advertising is used properly, it creates positive perception about the organizations | 3,94 | 0,908 | -3,716 | 102 | 0,000 | 0,612 | 4,51 | If Public Relations is used properly, it creates positive perception about the organizations |
| Advertising effectiveness can be measured | 3,62 | 0,985 | 0,916 | 102 | 0,362 | 0,923 | 3,45 | Public Relations effectiveness and outputs can be measured |
| Advertising can do its job without Public Relations | 2,28 | 1,183 | -1,844 | 102 | 0,068 | 1,154 | 2,71 | Public Relations can change perceptions of the publics without Advertising |
| Advertising and Marketing are not the same thing | 3,89 | 0,640 | 0,885 | 87 | 0,379 | 0,956 | 3,75 | Public Relations and Corporate Communication are not the same thing |

p<.05, (5 Strongly Agree - 4 Agree - 3 Undecided - 2 Disagree - 1 Strongly Disagree)

Table 8: Means, SD and T-Test Results of Items about Opinions about the Field Information

When the category of Opinions about the Field Information is analyzed, it was determined that public relations experts and advertisers thought that each other's sector were areas with high budgets. However, advertisers considered the budget of public relations sector lower compared to the advertising sector. When the question towards the activities related to both fields' effects on the organizational perceptions is analyzed, advertisers mentioned that public relations were more effective in this subject. Although the difference between them is not statistically meaningful, the mutual opinions of advertisers and public relations specialist about the interdependence between them are very striking. Both groups clearly reveal that they are quite dependent on each other.

| Importance | PR Practitioners | | | | | Advertising Practitioners | | |
|--|------------------|-------|--------|-----|-------|---------------------------|------|--|
| | Mean | SD | t | df | Sig. | SD | Mean | |
| The desire of the firms towards communicating with consumers via internet makes advertising more important than the public relations | 2,92 | 1,016 | -1,643 | 102 | 0,104 | 0,907 | 3,24 | The desire of the firms towards making social responsibility projects makes public relations more important than the advertising |

p<.05, (5 Strongly Agree - 4 Agree - 3 Undecided - 2 Disagree - 1 Strongly Disagree)

Table 9: Means, SD and T-Test Results of Items about Importance

When the Importance category in Table 9 is analyzed, while the public relations experts did not agree with the idea that firms' desire to communicate with the consumes over the internet makes advertising more important, on the other hand, advertisers believed that social responsibility projects made public relations made more important, however the difference between them is not statistically meaningful. According to this result, both groups think that the developments in the opposite area give some damage to its own area.

5. Discussion

When the expressions related to the differences of perception between two important communication career groups that form the basis of the research were examined, it was determined that people working in both groups had some prejudices and some negative opinions on each other. And this also revealed that more advanced level of research was needed in this area as well, and it was necessary to determine the sources of these prejudices and negatives opinions.

Additionally, as an evident finding, it was observed that public relations experts had more negative ideas and thoughts compared to the advertisers. As relayed in the literature about the subject, in order for the Integrated Marketing Communication process to operate without any problems, the harmony and integration of the advertising and public relations activities are very important. It becomes evident that there is a need to eliminate these prejudices and negative ideas. When looking at the results obtained from the research it was determined that the employees of the advertising and public relations sector in Turkey, have enough negative ideas and prejudices related to each other to harm the harmony and integration mentioned in the literature.

6. References

- i. Andersen, H.P. (2001). Relationship Development and Marketing Communication: An Integrated Model, *The Journal of Business & Industrial Marketing*, 16(3), 167-183
- ii. Bozkurt, İ., (2000). *Bütünleşik Pazarlama İletişimi*, Mediacat Yayınları, İstanbul
- iii. Duncan, T., Caywood, C. (1996). "The Concept, Process, and Evolution of Integrated Marketing Communication," *Integrated Communication: Synergy of Persuasive Voices*, Esther Thorson and Jeri Moore, eds., Mahwah, NJ: Lawrence Erlbaum, 13-34.
- iv. Duncan, T.R., Everett S.E., Stephen, E. (1993) "Client Perception of Integrated Marketing Communication" *Journal of Advertising Research*, vol:33, 30-39
- v. Fill, C.(1995). *Marketing Communications: Frameworks, Theories and Applications*, Prentice Hall, London
- vi. Fill, C. (1999). *Marketing Communications: Contexts, Contents and Strategies* (Second Edition), Prentice Hall, Spain.
- vii. Heath, R. L. (2001). *Handbook of Public Relations*, Thousand Oaks, CA: Sage Publishing
- viii. Jones, P. J. (1999). *The Advertising Business: Operations, Creativity, Media Planning*, Integrated Communications Sage Publications, London.
- ix. Kitchen, P., Schultz, D. and Kim, I, Han and D & Qli, T., (2004). "Will Agencies ever get IMC?" *European Journal of Marketing*, 38(11), 1417-1436
- x. Kitchen, P. J., Joanne B., Tao L., Graham S.J. (2004). "The Emergence of IMC: A Theoretical Perspective," *Journal of Advertising Research*, 44 (1), 19-30.
- xi. Kotler, P., (2000). *Kotler ve Pazarlama*, çev: Ayşe Özyağcılar, Sistem Yayıncılık, İstanbul.
- xii. Maddox, K. (2005). "Integrated Marketing Success Stories", *B to B*, 90(10), 26-33
- xiii. Odabaşı, Y., Oyman, M., (2002), *Pazarlama İletişimi Yönetimi*, Mediacat Yayınları, İstanbul.
- xiv. Ouwersloot, H., Duncan, T., (2008). *Integrated Marketing Communications*, (European Edition), McGraw Hill Companies.
- xv. Reece, B., Kinnear, C.T., Warshaw, R.M., Engel, F. J. (2000). *Promotional Strategy: An Integrated Marketing Communication Approach*. (Ninth Edition) Pinnaflex Educational Resources, Inc., Cinninnati, Ohio. Cornelissen, Joep P., and Andrew R. Lock (2000), "Theoretical concept or management fashion: examining the significance of integrated marketing communications," *Journal of Advertising Research*, 40 (5), 7-15.
- xvi. Rossiter, J., Bellman, D. (2005). *Marketing Communication*, Prentice Hall, Upper Saddle River, NJ.
- xvii. Roznovski, J.A., Reece, B.B., Daugherry, T., (2002) "An Exploratory Study of Marketing Communications Practitioners Embracement Satisfaction IMC" *Enhancing Knowledge Development in Marketing*, vol:13, 367-373

- xviii. Schultz, D.E., Schultz, H. F. (2004). *IMC – The Next Generation*. New York: McGraw-Hill.
- xix. Schultz, D.E., Kitchen P. J. (1997). “Integrated marketing communications in U.S. Advertising Agencies: an Exploratory Study,” *Journal of Advertising Research*, 37 (5), 7-18.
- xx. Schultz, D. E., Kitchen P. J. (2000). “A Response to Theoretical Concept or Management Fashion?,” *Journal of Advertising Research*, 40 (5), 17-21.
- xxi. Thorson, E., Moore, J. (1996). *Integrated Communication: Synergy, Persuasive, Voice* Lawrence Erlbaum associates, Publishers, New Jersey.
- xxii. Wasserman, T. (2000). “Team play”, *MC Technology Marketing Intelligence*, 20(10), 54-56