

The need for public relations professional competencies in Europe and Asia

Abstract

The use of the term professionalism in public relations (PR) is normally linked to the expression of a need to improve occupational standing (Pieczka, 2000). However, for decades, scholars and practitioners alike have argued about ways to enhance the professionalism and prestige of PR (Sha, 2011b). In general, this paper will discuss the current competencies practised by PR practitioners in some of the countries in Europe and Asia. Based on a literature review, the best competencies will be identified, in order to provide guidelines for a developing professional competencies model that is consistent with the culture and environment of PR practitioners.