

Thesis Title	The Management of Public Relations in Bangkok Private Commercial Schools
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### ABSTRACT

This research aimed to investigate the public relations management of vocational private schools in accords with the theory frame of Uthai Hirantoh which include 6 aspects as personnel force recruitment, organization management for public relations, service management, activities management, instruments, and equipment provision, and budgeting. Another purpose was the comparison study of the practical level in public relations management of the vocational private schools of commerce field in Bangkok region in both the whole and the individual aspects, regarding the positions and the school sizes.

The samples were 280 administrators and teachers in public relations sections of the vocational private schools of commerce field in Bangkok. Data were collected by the means of a self-constructed questionnaires involving the six aforementioned aspects. The statistics employed were percentage, arithmetic mean ( $\bar{X}$ ), standard deviation (S.D.) and t-test. The SPSS/PC+ program was applied.

Data analysis resulted that the practice in public relations of the private vocation schools of commerce field in Bangkok in both the whole and the individual aspects were at the moderate level. They were ranged respectively from high to low as the organization management for public relations, service management, instruments and equipment provision, personnel force recruitment, budgeting, and activities management.

When compared in accords with the positions between the practical levels of the administrators and the practical teachers, it was found that there were statistical significant differences at the level of 0.05 for all aspects both in total and individually. Besides that, there were also statistical significant differences at the level of 0.05 between the practices of the administrators and the practical teachers of the big and small school sizes in four aspects, with the exception of the aspect in organization management for public relations and budgeting