

The public relations sector of the University of Education, Winneba has embarked on a number of public relations roles to raise the profile of the University and also forestall any possible negative publicity. The paper outlined and discussed the role of public relations in higher education institutions in Ghana in general and the Kumasi campus of the University of Education, Winneba(College of Technology Education, Kumasi ) in particular. For the purpose of this paper, the discussion focused on the following areas of PR; media relations, publications/publicity, reputations building, community relations, employee relations, expert communication (internal and external communications), event management, protocol and passages as practiced in College of Technology Education, Kumasi. Notwithstanding the achievements chalked in the areas of media relations, event management, protocol and community relations the PR office is not without a number of challenges