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Department of Journalism, Media Communications and  
Public Relations  
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## SUMMARY

### **Graduation qualification work on the topic:**

Theory and practice of event PR in higher education

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Keywords: event PR, the organization's image, PR tools, company culture, brand promotion, special events, event promotion, PR promotion of higher educational institutions.

**The relevance of the issue.** In the conditions of rapid development and market changes, the use of modern PR technologies becomes the main requirement for a successful advertising campaign. One of the most relevant technologies is event PR. This method significantly increases the effectiveness of the company's promotion and due to its versatility freely adapts to the sphere of science and education.

The relevance of the issue due to the objective need to study the categorical apparatus of event PR, domestic and foreign experience of event PR in higher education. In this regard, it seems relevant to conduct a situational analysis of the use of event PR in Pyatigorsk State University, to identify the most effective methods and tools, and also to develop a concept of event events "Future PR specialists school" and the Interregional educational program "Youth Media Workshop of the North Caucasus Federal District" for the Institute of International Relations of Pyatigorsk state university.

**Purpose of the study** is to ensure the implementation of an event on the basis of the Pyatigorsk State University.

The implementation of the stated goal led to the formulation and solution of the following **tasks**:

- 1) study the categorical apparatus of event PR;
- 2) systematize the tools of event PR activities;
- 3) identify domestic and foreign experience of event PR in the field of higher education;
- 4) research the using of event PR at Pyatigorsk State University;
- 5) develop the concept of the event "Future PR-specialists school";

6) prepare and conduct an interregional educational program "Youth Media Workshop of the North Caucasus Federal District".

The concept of the event "Future PR-specialists school" is freely adaptable to any direction of training, and therefore can be used to create such events on the basis of various areas of training, as well as other institutes and higher schools of PSU. In addition, schoolchildren, being project participants, will be able to acquire basic knowledge about the profession of a PR specialist.

Students who prepare and conduct the Youth Media Workshop of the North Caucasus Federal District for Pyatigorsk State University are given the opportunity to gain practical experience in event planning and organization, as well as basic skills in teaching and working with schoolchildren.

**The theoretical significance of the research** lies in the fact that at the theoretical level the analysis is based on the latest developments and concepts of domestic and foreign scholars in the field of advertising and public relations; it also presents a detailed algorithm for planning and conducting PR-events. There is also an instruction manual for working with schoolchildren, visual methodological material for conducting classes and a detailed plan for implementing the developed projects.

**Practical significance** lies in the fact that the project presented in the second paragraph of the second chapter is multiplicative, which allows it to be applied to any direction of training at PSU Institutes and High Schools. In addition, schoolchildren participating in the projects "Future PR-specialists school" and "Youth Media Workshop of the North Caucasus Federal District" will be able to obtain basic knowledge of the PR specialist and journalist profession.

Students who prepare and conduct the presented events for Pyatigorsk State University are given the opportunity to gain practical experience in event planning and organization, as well as the basic skills of teaching and working with schoolchildren.

**Results of the research.** In the course of the research presented the concept of the event "Future PR-specialists school" and implemented "Youth media workshop North Caucasus Federal District" (for the Institute of International Relations of Pyatigorsk State University).

**Recommendations.** Effective study of event PR tools will contribute to the creation of a positive image and reputation of the educational institution, and can increase the attractiveness of the direction of training "Public Relations and Advertising" in the minds of potential applicants.