

## SUMMARY

### **Graduation qualification work:**

«Professional potential of non-commercial organization PR-specialist» (by the example of ANCO «CYSP»)

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Key words: professional potential, non-commercial organization, organization image, PR-specialist, PR-technologies, special events.

**Relevance of the issue.** A stock of personal features, knowledge and skills that help reach the peak of professional career is pretty big and diverse. And although some features and skills are especially important for public relations, PR-specialists can improve and master other skills and occupy other professional niches and gain more experience.

Market economy transformation created separate niche of utterly new tasks that are based on ultimately effective use of human resources. This is timely not only for society directly but for every organization in particular. Their main objective is not only looking for the best way to survive, but remain at the same level with competitors for the longest time. Success of whole organization depends on results of PR-specialist work. That is why the issue of upgrade qualifications and professional potential development is very timely for all organizations.

**The purpose of the research:** to define opportunities for PR-specialist development in non-commercial organization (by the example of the autonomous non-commercial organization “Centre of youth and students programs”).

For doing it, we should achieve following **objectives:**

- 1) Consider importance of PR-specialist professional potential for PR-activity in organization;
- 2) Define special aspects for PR-technologies application in non-commercial organization;
- 3) Analyze main directions of public relations in ANCO «CYSP»;
- 4) Develop a project “Professional potential of PR-specialist in youth projects promotion”.

**Theoretical relevance of the work** comes from carrying out theoretical analysis recent domestic and foreign developments and concepts in the sphere of

public relations and the third sector; also different functions and tools used by PR-specialists have been studied.

**Practical relevance:** the project suggested in the second paragraph of the second chapter allows not only achieve its direct goals and objectives but also improve PR-specialist skills set.

**Results of the research.** During the research all the objectives set have been achieved.

**Recommendations.** The developed project “Professional potential of PR-specialist in youth projects promotion” can improve to a great extent competence and skills set of PR-specialist, who are working on the project. One of the reasons may be using of wide range of PR tools during realization of this project. Fulfillment of recommendations presented in the work will allow to improve new PR-specialist qualification in the most effective way.