

SUMMARY

Theme «Technologies of PR in advancement of services in education (using «48 Gramoteev» Centre of private education as an example)»

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The sharp increase of publicity's attention on educational system in country in general and specifically its effectiveness issues reflect **the relevance** of the topic. Strong coordination of publicity's and educational institutions' efforts and cooperation are needed to overcome obvious decrease of educational quality in last years.

The objective is to build an advancement strategic plan for “48 Gramoteev” services in education by the means of website and other advertising activities.

The tasks are:

- To characterize the role and prospects of development of PR in education
- To research the main technologies of PR in education
- To analyse the competitive advantages of “48 Gramoteev” Centre of private education
- To develop the promotional programs for the “48 Gramoteev” Centre of private education

The theoretical and practical significance of the research. The research is aimed to develop the methodology of expounding the learning material on the website to achieve the desired advertising goals. The contract with “48 Gramoteev” Centre of private education is an example of the importance of using the results of the research in real-life business.

Research results. The most successful ways to advertise the services in education of “48 Gramoteev” Centre of private education are studied and expounded on the interactive website. The best educational programs', funds' and universities' advertising their services in the internet experiences was used to create our product.

Based on the specific learning material video classes are aimed to achieve the high level of attraction to the student.

