

SUMMARY

Topic of the graduate qualification paper: PR - technologies as a tool of optimization of industrial enterprises communication politics.

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Relevance of the research topic: Competition makes companies to spend their forces not only on the creation of new unique products, but also on the creation of exclusive technology advancement. Efficient search and still effective ways to communicate with consumers are activated, without which the very existence and success of the company are endangered.

The dynamic development of information technology in the context of globalization defines the critical importance of public relations as an element of communication policy in the management of all socio-economic systems: public and non-profit organizations, international integrations and associations as well as industry. Therefore, communication policy is considered in this paper as one of the activities of the industrial enterprises. The constant evolution and variability of the information environment presents new challenges to the specialist public relations in an industrial enterprise.

Using the enterprise communication tools for any degree of market saturation is able to adjust the behavior of economic entities, intermediaries and consumers in the direction of improving the efficiency of the final results of its operations. We consider, that public relations is one of the most important elements of communication policy. It allows you to build trust relationship with the target enterprise audience by implementing effective internal and external communication.

The object of the research is public relations as an element of communication policy, LLC «FASHION».

The subject of the research performs specific technology of public

relations, which allows optimizing the communication policy of the industrial enterprise LLC «FASHION».

The purpose of the study is to analyze the prospects of the use of public relations technology to optimize the communication policy of industrial enterprises.

The theoretical and practical significance of the study: the paper allows to understand the nature and communication policy specifics of industrial enterprises and to consider public relations as an element of communication policy.

The practical part of the paper offers a number of recommendations to improve the effectiveness of communication policy. Implementation of the recommendations will improve the efficiency of internal and external communication.

The structure of the work reflects its aims and objectives and is determined by the logic of the research. The paper structurally consists of Introduction, two Research Chapters with four subsections, Conclusion, Bibliography and Applications. The total amount of work - 77 pages.