SUMMARY

The topic of the graduate qualification paper: Promotion of educational services in the tourism business: the case of the educational center «Leto».

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Relevance of the research topic: Under the current conditions in the production sector, a considerable excess supply of goods and services can be identified. This problem has escalated over the course of the last decade, due to the fact that the planning of manufacturing production is based on overly optimistic sales growth forecasts. Market competition in the new environment is high and at times develops into a hyper-competition.

Today it is important not only to satisfy the needs of the society but to predict, and in some cases, shape them. Companies should not only aim towards profitability, but also to achieve and maintain their brand quality and durability, and consumers' confidence and loyalty.

Under the conditions of a hyper-competitive market, companies' ability to select the right marketing strategy is essential. Firms need to exploit the old and learn new PR-technologies and marketing concepts. A strong brand creates a deep emotional connection between the product and a consumer. The Market analysis tools allow us to explore these opportunities, while and PR-technologies establish these links.

Public relations and marketing allows companies to reach a new level in the modern competitive environment, the market is full of opportunities, and the modern consumer who previously had the money, now has the power, expressed in his character, tastes, preferences, and the right choice.

The object of the research is the promotion of educational services in the tourism industry based on the case study of the educational center «Leto».

The subject of the research is the use of the basic tools of marketing
The purpose of the study is to analyze the peculiarities of marketing analysis and PR-technologies in the promotion of educational services, also to identify features of promotion of education center «Leto» in the educational market.

The aims of the research are:

I) to determine the specific categories of public relations and marketing, especially their interaction in the promotion of the company

II) to analyze the specifics of using the basic tools of market analysis and PR-technologies in the process of promoting the education center

III) to carry out marketing analysis of the educational center of the tourist company «Leto»

IV) to make recommendations for improvement of «Leto».

The theoretical and practical significance of the study is a systematic approach, in which were used comparative descriptive and analytical methods, the analysis of general and specialized literature, journalism and periodical materials concerning the use of PR-technologies and tools for marketing analysis in today's business.

The structure of the work reflects its aims and objectives and is determined by the logic of the research. The paper is structured as follows: Introduction, Research Chapter 1 and 4, Conclusion, Bibliography and Applications. The total volume of the work is 70 pages.