

SUMMARY

Topic of the graduate qualification paper: The role of special events in image making process of organization (like Russian Information Agency "RIA Novosti")

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Relevance of the research topic is determined by the dynamic development of the event market as a tool for promoting the company's image. Nowadays positive image of the company is one of the key elements to success. The image is usually regarded as an intangible asset, formed as a result of application of marketing strategies. It is becoming increasingly important in the tough competition for consumers and new markets. It attracts interest not only of image-makers, but also of specialists in the field of marketing and management who are interested in the effective functioning and development of their subordinate structures and objects.

Today, companies use different communication tools to influence consumers quite successfully. One of the most effective communication tools is a special event, that may have the greatest impact on motions of the consumers and can convey values and key brand attributes in the process of two-way communication.

In view of the above, estimating the efficiency of special events us age as one of the tools for company image management its importance is actual. Nevertheless special events as part of PR-strategies to optimize the image of the organization require a conceptual scientific understanding.

The object of the research is special events as a management tool for creating an organization image.

The subject of the research - organization peculiarities and technologies for holding special events in information organizations like Russian Information Agency "RIA Novosti".

The purpose of the study: is to carry out a comprehensive review of the event

marketing specifications and to work out a special event for Russian Information Agency "RIA Novosti".

The theoretical and practical significance of the study: The received data of research can provide the theoretical and practical basis for further studies of special events as a management tool for image organization. The work can be useful for managers of organizations, specialists of public relations, analysts and experts on crisis PR, students and all those involved in the area of maintaining and establishing communication links of organization with the general public.

The main results of the present qualification paper can be applied in the process of teaching and can serve as a theoretical and methodological basis for the university reading courses "Theory and Practice of PR", "Organization and carry out campaigns in the field of PR", "Organization of work of the division for PR", "Basics of management", "Fundamentals of theory of communication", "Basics of brand management", "Image consulting", "PR in crisis situations".

Approbation of work: A report was made on the topic "Event as the tool of formation image of organization" in the framework of the interuniversity scientific-practical conference "Young science - 2013".

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, Application. The total number of pages is 80.