

SUMMARY

Theme:

«The mechanisms of PR in the formation and strengthening business reputation (for example, activities of the airport « Mineralnye Vody»).

Author: Chichilenko A.V.

Supervisor: Volochaeva Oksana Fedorovna

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Relevance of research topic justified the search of ways and methods for establishment and promotion of business reputation and positive image of the organization.

Business in the modern world is much changed. Until recently, any company focused on the value of the benefits when assessing the efficiency of their work, although now this aspect does not work, about it speak for themselves unexpected ruin of prosperous organizations. The market price of progressive successful organization can be much higher than its book price using the intangible assets, the important of which is goodwill in the basis of which is information about the true qualities and benefits of the company and its managers. Despite the changeability and unpredictability of the market situation, the position of the organization remains stable, with similar stable positive information.

True that the fundamental condition for the prosperity of the organization is the need to constantly create and to draw motivated audiences need information flows. So there is a fresh vision of public management - reputation management.

Dubbed the global trends of progressive Russian society, but their appearance in our country has some distinctive features, the main one being the transition to market relations, accompanied by a structural reorganization not only financial and political structures of society and structure of the public regarding how many layers and categories of the population, but also every citizen individually. Serious changes and rethinking are subjected to a system of values, authority and install it in the dominant society.

The object of study is the PR-activity in the formation of the business reputation of the organization.

The subject is public relations as a means of formation of goodwill airport.

The aim of this work is the analysis and design of PR-campaign for the formation of goodwill airport Mineralnye Vody.

To achieve the goal it is necessary to solve a number of **objectives**:

1. To consider the concept of "business reputation", the methods of its maintenance and strengthening.
2. To study the dynamics of the strategy and implementation of PR-campaigns in the organization.
3. Carry out an analytical review of the "Mineral water" airport effektivnot image campaigns.
4. Provide PR-project to strengthen goodwill "Mineral water" airport.

Theoretical and practical significance of the study of this work due to the fact that this study can serve as a theoretical basis for further study of this issue, as well as approaches to its consideration. Also, the development of the theme of this study contributes to the expansion of scientific views on the functioning of the international airport of destination. **The practical significance** lies directly in the development strategy for the International Airport of mineral waters on the basis of systematic theoretical foundations and analysis of the current situation in the airports market. Further work materials can be used for training and lectures on some subjects related to promotional activities. As results and conclusions can be used by marketers to other airports, as the theme of the use of PR-tool for the formation and establishment of the business reputation of "mineral waters" International Airport, previously studied.