

Abstract of Discipline

Наименование дисциплины	Public Relations technologies in Tourism
Содержание	Definition of Public Relations and its features in business, political, academic and other environments. Communication environment of the enterprise; types of communications. Relational and informational types of messages in management communications. Models of decision-making in the negotiation process. Organization of Public Relations programs and companies in the company's meso-environment. Macro-environment of the company; goals and objectives. Macroimage of the company. Masscommunicationmedia, theirclassificationandpurpose.
Реализуемые компетенции	PC-8 is capable of promoting a tourist product using modern technology; PC-9 is able to carry out internal and external professional communications
Результаты освоения дисциплины (модуля)	<p>Competence code PC-8</p> <p>To know:</p> <ul style="list-style-type: none"> - ways of promotion and realization of the tourist product with the use of information and communication technologies; - the place of PR in modern management and entrepreneurship; - PR activities; - methods and forms and means of PR. <p>To be able:</p> <ul style="list-style-type: none"> - to promote and implement the tourist product using information and communication technologies; - organize PR companies; - gradually create the image of PR objects; - create a brand. <p>To master:</p> <ul style="list-style-type: none"> - methods of evaluating the effectiveness of Publicity PR; - methodology of analysis of Publicity PR; - skills of manipulative influence; - methods and means of PR; - tactics and methods of counteraction to provocation. <p>Competence code PC-9</p> <p>To know:</p> <ul style="list-style-type: none"> - modern concepts of construction and introduction of communications of the organization with the public; - objectives, methods, forms and specific tools for planning and implementing the organization's relations with the media, with the General public, with consumers, employees, with government agencies and the local public, financial and business community; - relational and informational topics of messages in management communications. <p>To be able:</p> <ul style="list-style-type: none"> - use PR knowledge in your professional field; - to solve problems of strategic management and marketing by means of public relations; - organize PR programs and campaigns in the meso-environment of the company; - design and maintain the firm's macroimage; - manage information.

	To master: - skills of development of PR-actions; - ability to carry out internal and external professional communications
Трудоемкость, з.е.	4 c.u.
Форма отчетности	Credit - 7 semester
The list of basic and additional literature necessary for the development of the discipline	
Основная литература	1. Lisevich A.V. Marketing technologies in tourism [Electronic resource]: textbook for Ssuzov/ Lisevich A.V., Luntova E. V., Jalaya M. A.-Electron. Text data.- Saratov: AI PI Er Media, 2016.- 68 c. - access Mode: http://www.iprbookshop.ru/44182 . - EBC "IPRbooks", by password
Дополнительная литература	1. Maslova, V. M. Sphere of PR in marketing: tutorial / V. M. Maslova, I. M. sinyaeva, V. V. Sinyaev. - Moscow: Unity-Dana, 2015. - 384 p.