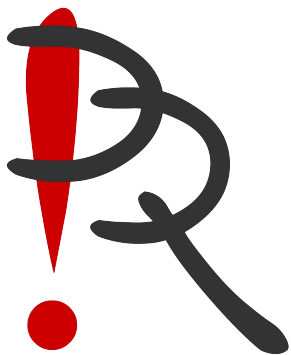


HUMANITARIAN FACULTY
CHAIR OF PUBLIC RELATIONS

Tambov State Technical University

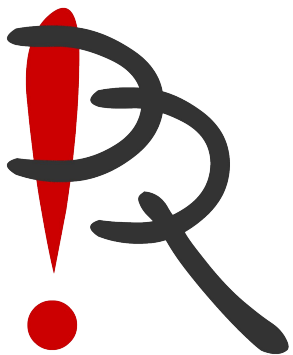


About us

1996 - opening of the Public relations chair. TSTU was one of the first higher educational institutions that got license to train specialists on PR.



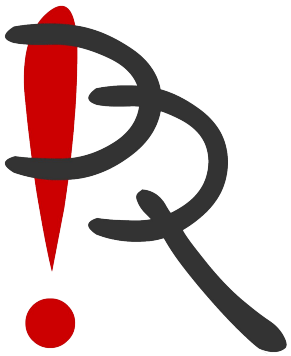
**Chief of the department, Doctor
of Historical Science, Professor
Valentine Stanislavovich
Klobutskiy**



The staff



The staff (14) includes: Academics – 14, Doctors of Science – 4, Candidates of Science – 9, Undergraduate student – 1.

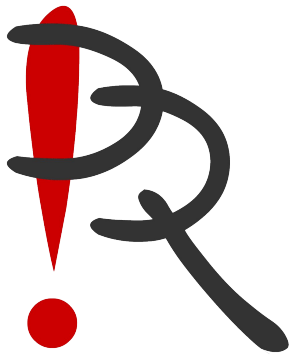


Specializations

- **“Work organization of Public Relations office”**
- **“Advertising in communicative process”**
- **“Telecommunicative and computer technologies in Public Relations”**

Within the training of specialists the main attention is paid to getting on practical skills.

The chair has three affiliates, 26 creative studios situated at public Relations offices of various state and commercial organizations, and besides 7 creative laboratories.



Chair Creative Laboratories

**Public Relation's subdivision
organization**



Advertising creative studio



Creative TV laboratory



**Telecommunication and computer
technologies laboratory**



Psychological service

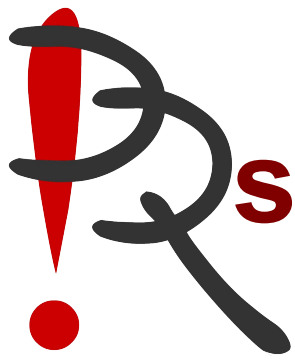


**Creative laboratory of
sociological researches**



Press laboratory





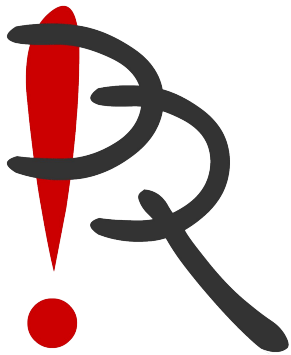
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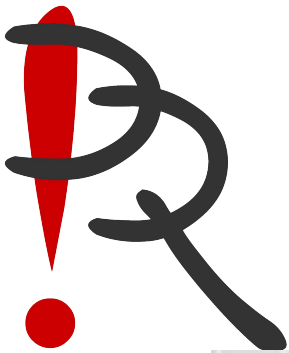
Telecommunication and computer technologies laboratory



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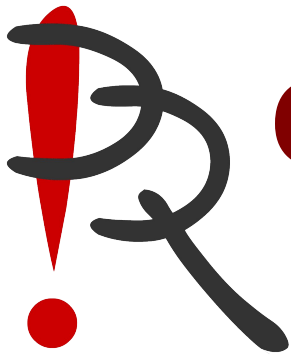
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Creative laboratory of sociological researches

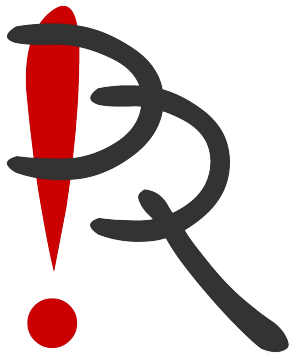
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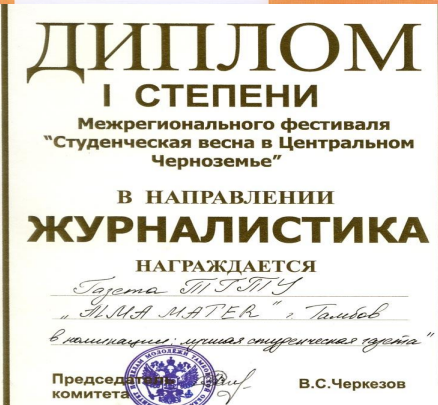
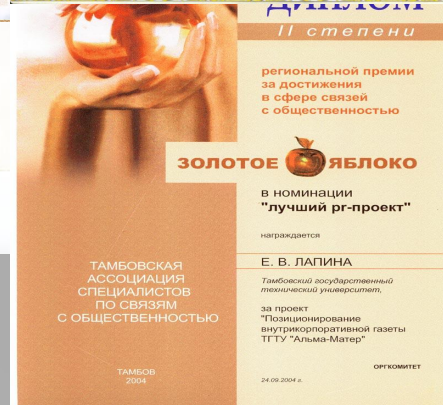
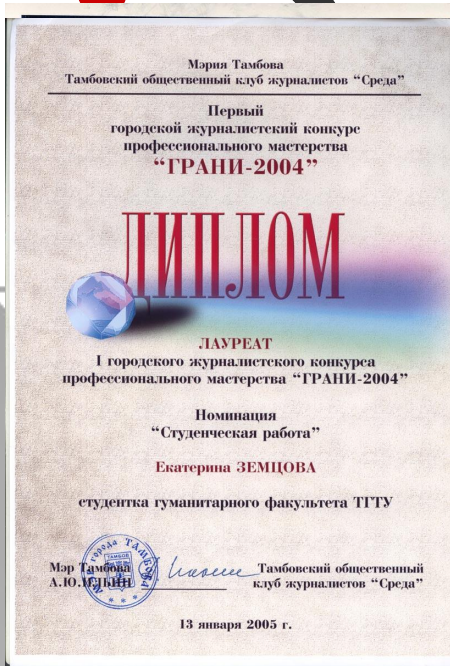
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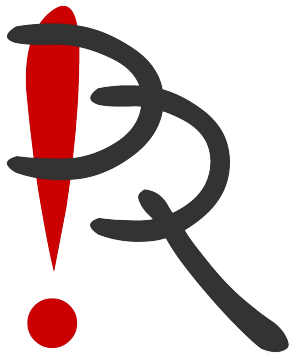
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Students participate in various competitions
(local, all-Russia, international)
and are awarded **49** Diploma
and Cups.

Students' awards

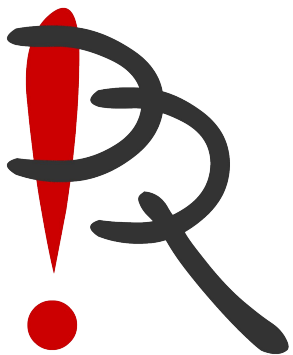




Students' awards

**The team of students
was awarded Cup
on the International
Festival during a
visit to China**





Students' awards

In 2003 Varvara
Luzhajsckaya got
thank-you letter
from the
Department of
social work,
Indiana State
University for
videoscene about
orphanage on
September 19,



Department of Social Work

Кому: Варваре Лужайской

От кого: Робин Дутар, заведующей кафедрой

Дата: 19 сентября 2003 г.

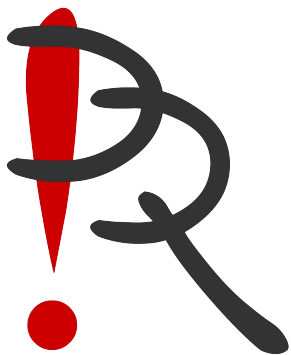
Я хотела бы лично поблагодарить Вас за предоставление копии видеосюжета о Тамбовском приюте. Мы посмотрели сюжет вместе с нашими студентами по социальной работе, и они проявили большой интерес к социальным службам России. Сюжет очень хорошо продуман и сделан, особенно интересно представлены точки зрения работников и детей. Теперь мы используем эту работу как образец для разработки сюжетов о наших агентствах. В этом семестре группа (состоящая из семи студентов по социальной работе и пяти по коммуникации) будет разрабатывать первый видеосюжет о местном обществе людей с задержкой умственного развития.

Также я хотела бы поблагодарить Вас за плакаты о правах детей, сделанные самими детьми. Мы запаминировали каждый из них, включая перевод, и теперь они вывешены на стенах Департамента по социальной работе. Это не только оживляет здание рисунками детей России, но и показывает, что проблемы детей – это проблемы мирового масштаба.

Вы просто не представляете, как Ваша работа помогла нам при разработке международного направления социальной программы. Я перед Вами в неоплатном долгу.

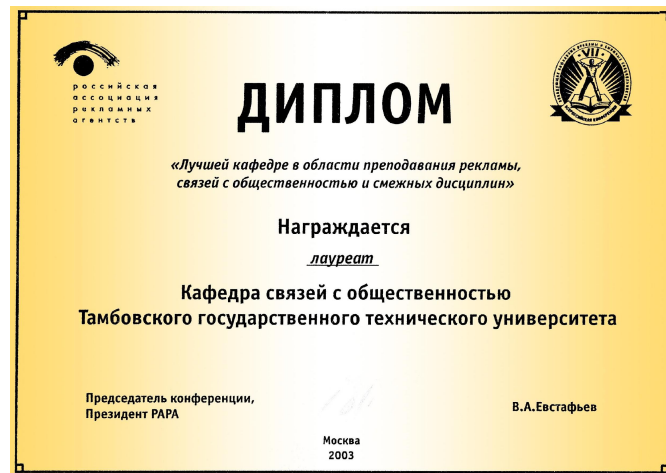


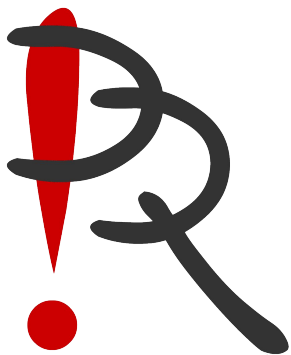
Robin Dutar



Rewards

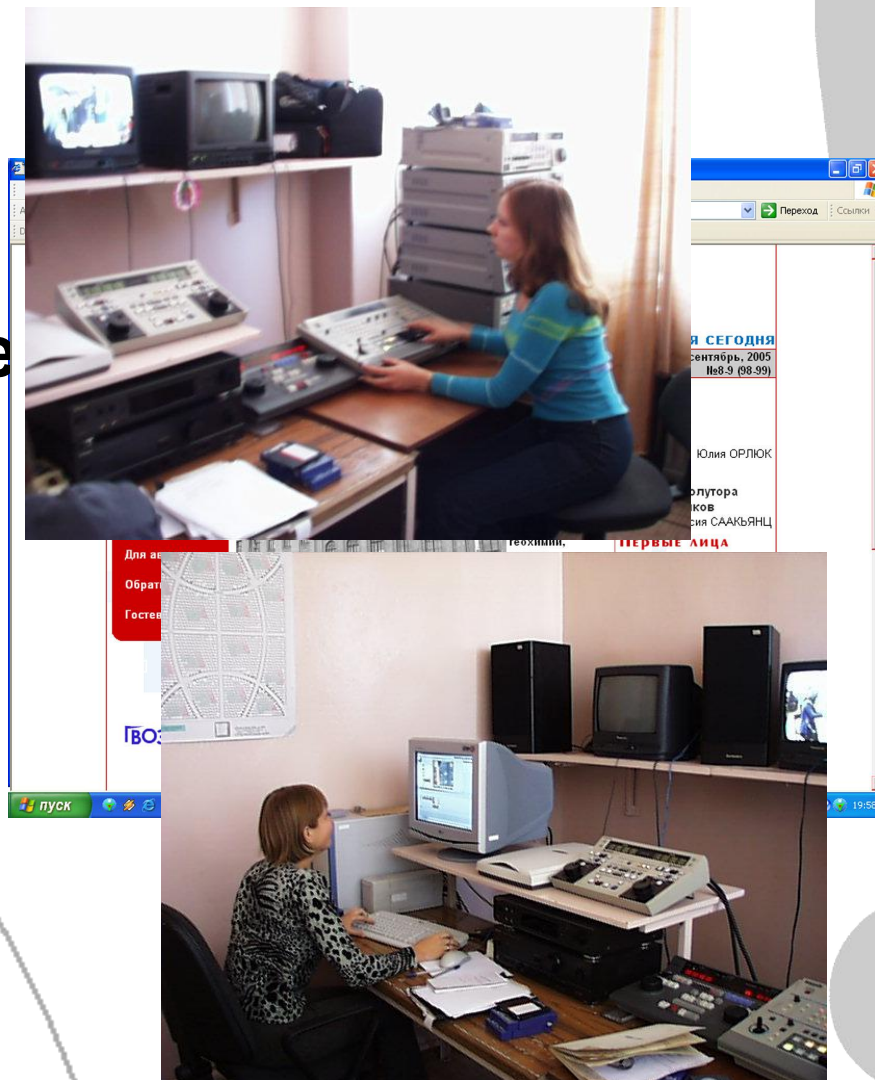
The chair was awarded the Diploma «The best chair in the field of advertising, public relations and allied sciences training» on all-Russia competition twice. Russian Association of Advertising Agents in Moscow held it.

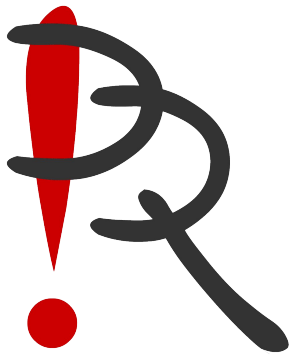




Chair's projects

Internet newspaper
«Gvozď» – weekly
Multimedia variant
television weekly –
Internet site –
<http://gazeta.tstu.ru>
«Gvozď» is also
represented.





Chair's projects

The chair provides additional training on the following directions:

«Public Relations»

Re-training courses for Diploma's specialists and students. Full course - 1 year. Diploma about vocational re-training is issued.

«Organization of marketing and advertising activity»

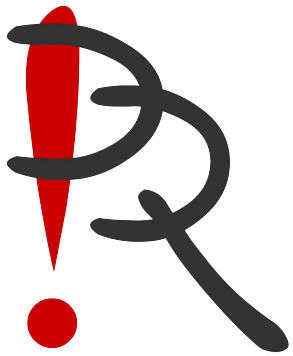
- This course is for licentiates.
- Full course is 2-3 month.
- Certificate of qualification elevation is issued.
- Full course is 6 months. Diploma about vocational re-training is issued.

«Selling assistant»

For persons with higher education and for paraprofessionals.

Fee-paying, combined (full - part – time) training

All diploma and certificates are of the State pattern.



Contacts

Address: Public Relations Chair, TSTU
Michurinskaya str. 112-A, room 323,
Tambov, 392000

Phone: +7 0752 531278

E-mail: pr@pr.nnn.tstu.ru

WWW: <http://pr.tstu.ru>

