

## PROJECT PROPOSAL

---

### PROJECT NAME

Specificity of specialists' preparation in public relations  
in a modern society: Russian and European experience

### DATE

2010 / 01 / 30

### PROJECT ENERGISER

Mozolin, Andrej

Department of Public Relation and Advertising

Ural State University

Lenina St 51

620000 Ekaterinburg

Russia

brains2@yandex.ru

+7(343)257-67-72, +7-9222-055-809

www.uralbrand.ru

Name, First Name, Title

Department

University/Organisation

Street, No.

City, ZIP-Code

Country

E-Mail

Phone

Website

### BRIEF OUTLINE OF THE PROJECT

#### Research question or educational challenge

The project urgency is caused by the fact that in 2011 the Russian universities will take new standards of PR specialists training. These standards are focused on the two-level – bachelors and masters – system accepted in the European countries. This system provides global integration. In the light of the Bologna process there is a necessity of perception analysis of education, view changes at the higher professional education because of Bologna process ideology; perception and readiness to participate in the processes of academic mobility; integration processes into European socio-cultural space, through education possibilities.

In this connection there is a serious problem connected with adaptation and integration of European experience with modern technologies which European universities use today for PR-specialists studying to the processes of Russian education changes.

It causes both scientific, and educational character of the project.

## Goals of the project

1. relation to integrative processes in education within the frames of Bologna process.
2. to determine system of competences which are necessary for the modern PR-specialists to work as in Russia and in Europe.
3. to define optimum profiles of specializations.
4. to reveal the best methods of training.

## Overall timeline (start and end of the project – month and year):

The beginning: 01.09.2010 – 30.12.2010

## Milestones (i.e. setting up the project team, meetings, conferences, surveys, papers, ...)

1. Carrying out three categories interviews of specialists in Russia and Europe:
  - Representatives of an education sphere (the rector, deans of departments, heads of chairs, lecturers at universities engaged in PR-specialists preparation);
  - Representatives of employers (heads of companies and departments employing PR-specialists);
  - Professional PR-specialists;
2. Students taught at public relation specialization (400 – 450 persons).
3. Preparation and the monography edition.

Number of interviewees:

Experts	Europe	Russia
Representatives of an education sphere	45	30
Representatives of employers	45	30
Professional PR-specialists	45	30

## Resource planning (finances, other resources and support)

Please give details and how these already have been secured or how resources may be secured after the proposal has been recognized as an Euprera project (Euprera will be able to manage sponsorship contracts and assign funding acquired by a project team to this specific project; project teams and sponsors will benefit by using the Euprera logo and network). Each project group will be able and obliged to present itself on the Euprera website and will have access to a private online forum for collaboration. Please name both annual and overall resources.

For realization of the project the essential help of Association in search of the European specialists for participation in the project and carrying out interviews are required to us.

1. Representatives of an education sphere from different countries (2-4 educational institution)
2. Professional PR-specialists (3-4 persons)

Expenses on research will be required: working out the program and research tools, payment of interviewers work, technical data processing, the analysis of data and preparation of the report, encouragement to experts, an overhead charge. As a result of the project will be the monography financing of publishing expenses is required. It is necessary the help of Association in search of sponsors.

And also possibility of site EUPRERA resources usage for placing the information about the project and carrying out interviews.

## **How can Euprera members join the project? Who should join the project?**

### **Requirements and benefits for potential team members**

In order to be recognised as an Euprera project, every proposal needs to attract at least 3 Euprera members who join and form a project group. One of them – this might be the project energiser or someone else – will be the project leader. Euprera projects should be collaborative efforts (not projects run by one member and backed by others) which truly use the Euprera network to join forces and produce results valuable to the Euprera community. Please describe whom you need to start the project (members from specific countries, with specific research interests or methodological know-how), how they will have to commit themselves (i.e. joining project meetings, running local surveys, etc.) and how they will benefit from the project proposed (i.e. by using the overall data collected in the project, by co-authoring papers etc.) Please describe how many members you need and describe the (different) roles of team member.

For realization of the project the essential help of Association in search of the European specialists for participation in the project and carrying out interviews are required to us.

1. Representatives of an education sphere from different countries who are interested in analyzing changing perspectives on PR in the frames of Bologna agreement (2-4 educational institutions)
2. Professional PR-specialists from different countries (3-4 persons)

The project result must be a collective monography where recommendations connected with increase of specialists preparation efficiency in public relations will be offered. Scientific research result: understanding of Bologna process influence on PR specialists preparation, perspectives of changes in preparation PR specialists preparation, dynamics of this profession, creation of favorable image of specialization. The received recommendations will be focused on academic representatives, employers, these results will be claimed also by professional PR-specialists as it will show possible directions of own qualification increase and the future models of PR-specialists.