



‘Silk Road’ International University of Tourism Samarkand

1st Announcement Summer School Course “Media & Public Relations” July 6-31, 2020

This course aims to teach:

- to know and understand the role of business communication, and the tools of communication with the company's environment, especially with the media;
- to know and understand the methods of creating communication plans and budgets aiming given goals and segments of the audience;
- ability to use the selected tools of business communication.

Upon completion of the course, you will:

1. Know goals of the business communication, tools of business communication;
2. Understand the business communication process as a form of dialog with the audience, the contemporary role of the media (for example in tourism);
3. Be able to prepare a plan of campaign of business communication with the wide scope of tools, formal and informal elements, to use proper tools in communication to different segments of the market, institutions, business partners according to the existing budget.

Topics will include:

- Contemporary standards of business communication and effective communication with the media;
- Elements of etiquette and diplomatic protocol;
- Mastering your writing of short documents: transmittals, invitations, letters, memos, announcements;
- Mastering your writing of long documents: press releases; business reports, executive summaries, business plans as well as preparation of effective visual aids;
- Practical recommendation regarding Digital Marketing;
- Ways of development of Public Relations and relations with the media (important to every press spokesmen representing companies and public institutions);
- Recommendations how to be successful in contacts with the foreign media, influencers, bloggers, especially in the tourism sector;
- Practical plan of your self-development for career in public relations (body language, verbal and non-verbal communication, influencing and persuading people).

The detailed programme will be provided upon registration.

This course will be offered over 4 weeks in July 2020 consisting of 3 x 2 hour sessions per week (24 hours). The sessions will be very practical. The course will consist of lectures, group discussions, individual and group assignments. There will be opportunities to talk to the lecturer about your own projects on a 1:1 basis. On-line or on-site format, depending of the current situation with the quarantine.
Language of the course: English.

The course fee. Regular price: 800.000 UZS. Discount 50% to PhD and Masters students.
Special discounts available to the Silk Road University employees (upon decision of the Organizers).

Summer School Leader

Associate Professor Slawomir Jan Wroblewski, PhD

- Dean of the Tourism Marketing Faculty at Silk Road International University of Tourism, Samarkand, Uzbekistan
- Journalist and editor of business catalogues, newsletters, and corporate websites;
- The European Union expert, worked as a brand manager in development of MICE industry in Poland.



More about Professor Slawomir Jan Wroblewski, the course leader

- ✓ Former diplomat, spent over 8 years in the USA as a Vice-Consul and the director of Polish National Tourist Office in Chicago;
- ✓ Co-founder, the first President, Honorary Member of the Polish Conference & Congress Association;
- ✓ Author and publisher of Conferences in Poland – A Directory of Conference Venues & Services (13 editions: 1998-2011 (10,000 copies, supplemented with CDs and maps)
- ✓ Board Member of Event Management Quarterly (Poland)
- ✓ Created the Business Tourism Fair and Adrenalina Events & Travel Show
- ✓ Created the European Academy of Meeting Organisers and Planners (13 editions since 1998)
- ✓ Co-founder of the Polish Congresses Ambassadors Programme (with PCCA, PTO, Polish Academy of Science);
- ✓ Sales & Marketing Director of several hotels;
- ✓ Member of the Advisory Tourism Council at the Minister of Economy (2001-2002) as well as the Board of Polish Tourist Organisation
- ✓ University lecturer and guest lecturer in numerous universities in Poland, The Netherlands, Hungary, and Kazakhstan;
- ✓ PhD in Economics (Poznan University of Business and Economics, Poland, 2019).

Benefits for Participants of the Summer School

- A certificate of successful completion of the course will be issued.
- For the university students 4 Credits ECTS will be confirmed.
- Course materials will be provided in electronic versions.
- All participants will be invited to the network of professionals for further trainings and continuation of business contacts.

Registration until June 21, 2020

To register send an Application Form (attached) along with a short essay (500 words max.) on your plans of professional development to the Dean's Office, Tourism Management Faculty, Silk Road International University of Tourism: email: dean@silkroad-univ.uz
Contact: Ms. Zarina Abdiazizova, phone: +998 90 470-9044

Application form in Word - attached