



TYUMEN STATE OIL AND GAS UNIVERSITY



SUMMER SCHOOL FOR GERMAN STUDENTS "PETROLEUM MARKETING"

3-14 August 2015

TYUMEN

Summer school is based on the integrated marketing principles, it acquaints you with the system of company promotion on example of transnational oil corporations.

Program:

Lectures and practical trainings:

- Management theory;
- Marketing theory;
- Mass media law, law on advertising, international ethic standards in PR-manager work;
- Organization of press service (PR-department);
- Business information portal (creation, sections);
- Speechwriters - writing speeches for presentation or official events.

Copywriting:

- Media-plan and effective advertising;
- Social networks: communication or effective source of promotion;
- Work with focus groups;
- Promotion of brand or production;
- Business souvenirs, branding products;
- Advertising in oil and gas sphere - a key to promotion: types of advertising, principles of creation of a preview trailer, topics, banners;
- Audience of oil mass media;
- The nature of illustration in oil mass media;
- Image of a company, image of a leader, (participation in social projects, submitting oil and gas industry news to a data portal, last developments, etc.).

Excursion programme:

- Radio station
- Television company
- PR department

Creation of a preview trailer, a role play

Contact information:

International cooperation
center

Specialist:

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Participation fee: 740 €

DAAD scholarships are available!

Application deadline: **May 30**