

## JOB PLACEMENT FOR PR SPECIALIST ABROAD

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**Abstract:** This article describes the situation with the working places for the PR specialist abroad. It identifies the most suitable and best universities in subsequent training and job placement.

**Keywords:** PR, public relations, UCLA Extension, Academic Intensive English Program, Bournemouth University.

Every day, students think about the future: where they will work, what their duties will be, whether they will be able to achieve heights in the PR sphere. Russian PR falls behind the foreign one, such as the U.S., the UK's ones. This profession appeared in the United States much earlier, and it has developed much better. That is why in this article we try to trace the possibility of practices and getting new knowledge, completing an internship abroad, bringing the knowledge back to Russia. In any case, it will be only a plus for students and their knowledge. They can improve language skills and learn from foreign PR-specialists.

First of all, students should look for places where they can get training in his specialty. They should choose the higher institutions of the USA and the UK where PR is being taught.

The first place, where the student can study abroad is UCLA Extension - University of California, Los Angeles, a 25-rank U.S. News and World Report, known, without exaggeration, for the whole world (Высшее образование: UCLA Extension [сайт]. URL [http://itecgroup.ru/countries/ssha/ucla\\_extension/](http://itecgroup.ru/countries/ssha/ucla_extension/)). It has everything that can only be at the university: the latest equipment and teaching materials, experienced professors (including five Nobel Prize winners) and comfortable residence, talented, hard-working students, and etc. It was founded in 1920, the number of students is 17011, the amount of foreign students is 8%, the number of departments is 15.

A distinctive feature is the separation of the University Extension; the program is aimed at seeking a quality second degree. They are perfectly suited to those, who are already having a job, want to increase its own expertise in this area, or to learn something new. All courses have a strong practical focus. They will teach the skills and abilities that are really useful at work. Programs last an average of 1 year. There are flexible programs: students can begin in the autumn, winter, spring or summer. Most programs start 2 times a year. Students, whose language level is low, take language training – Academic Intensive English Program.

After the successful completion of the program and obtaining the certificate, students will be able to get an internship in one of the companies cooperating with the university, or any other. Many years of successful experience in programs show that UCLA Extension certificate gives not only a promotion or raise in pay: it opens them the world's previously unexplored sides, bright and promising.

The second variant is Bournemouth University – UK, Bournemouth (Высшее образование: Bournemouth University [сайт]. URL [http://itecgroup.ru/programs/vysshee\\_obrazovanie/bournemouth\\_university5/](http://itecgroup.ru/programs/vysshee_obrazovanie/bournemouth_university5/)). Young University - is an innovative university. The assets of Bournemouth University are the most modern and sought after in the labor market specialty: a hotel and sports management, media technology, nature protection. Public relations, retail management, scripting and tax law are the programs of Bournemouth University that are always "ahead of their time." Training programs are developed in collaboration with leading companies and enterprises, 70% of undergraduate programs provide training in large companies. 4 of 5 graduates occupy a good job immediately after graduation. Graduates of the

program management of retail trade employment of 100% results. It was founded in 1992 the number of students is 14200, the number of foreign students is 8%.

Considering both options, one can state that it's a perfect idea to be trained in the UCLA Extension, as there is an opportunity to increase knowledge in one year, after an internship and thus consolidate the knowledge. Probation is a big step in getting the post. But if some students prefer the second variant, this option is also not bad.

The third important question is to increase the knowledge in English before students go abroad. They should be confident in their knowledge of English language. For improving English they can go on courses and take a certified exam for foreign languages in the TPU (Оценка результатов и компетенций [сайт] URL <http://exam.tpu.ru/event/sertifikacionnyj-jekzamen-po-inostrannym-jazykam-v-tpu>). To be eligible to pass a certification exam in the English and German languages, they have to take pre-testing.

The certification exam consists of five areas:

- Reading
- Letter
- Use of language
- Listening
- Speaking

The results of the certification exam are announced on the fifth day. For students and staff of TPU testing is done free of charge.

In conclusion, it is necessary to add that before students change their lives and go far from their native lands, they should consider all the details and nuances and more important to have the courage. Not everyone can leave his house, work, family, and friends for a year. Under favorable circumstances, in England or in the U.S. one can arrange his life from scratch and get a degree.

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