

## PEDAGOGY

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### **Workbook as an effective deductive means of education for future bachelors of PR and advertisements**

The article is devoted to the relevant topic of better training of students and selection of the most effective means of learning. One of such tools can be a workbook, which is a tutorial on the development of a research project, promotion, PR-activities, an integrated advertising and PR-support activities of the customer. This edition provides a coherent presentation of educational material, which allows students to master the theoretical material on research projects and gain the skills to implement it in the field of advertising and public relations. The aim is to raise the textbook learning and cognitive activity and optimization of independent work of students at the university. When you create a workbook should determine the level of students' knowledge, develop job offer algorithm implementation. And then instead of memorizing the theoretical foundations of their future profession comes the self-development of professional knowledge and skills of the future bachelors advertising and public relations.

Key words: workbook, didactic teaching tool, future bachelors advertising and public relations, training.

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