Experience in Implementing an Integrative Approach when Conducting Training Practices within the Framework of a Geoecological Expedition “V. I. Vernadsky Floating University”

I. A. Volikova, S. G. Mashkova, A. V. Kozachek, A. V. Suzyumov

Tambov State Technical University, Tambov, Russia

Keywords: integrative approach; organization of educational practice; field expedition; advertising and public relations; students.

Abstract: The article discusses the practical aspects of implementing an integrative approach in organizing and conducting educational practice for students of direction 42.03.01 “Advertising and Public Relations” of Tambov State Technical University, obtained during the geoecological expedition “V.I. Vernadsky Floating University”, held in 2021–2023.

Attention is paid to the importance of teamwork in the process of implementing the professional activities of a PR specialist. Directions have been identified for improving the training of bachelors in performing the tasks of educational practice, consolidating the acquired knowledge and acquiring initial practical skills in solving specific tasks in the conditions of a field expedition.

© И. А. Воликова, С. Г. Машкова,
А. В. Козачек, А. В. Сузюмов, 2024