

Brief description of the program

Profession

Qualified specialists in advertising and PR are responsible for creating a positive image of their clients, conduct PR campaigns, work with the media, competitors, partners, authorities, write press releases, provide information support for clients on the Internet and are responsible for internal communication in the company.

Educational Process

In the learning process, theoretical part is combined with practical. While doing the course students have a chance to take internships abroad to study the experience of the best foreign advertising agencies. Upon completing the program graduates receive not only narrow-profile knowledge in the field of advertising and PR-technologies, but also fundamental knowledge in economics, marketing, psychology, and philosophy. They master skills and competencies most necessary for an advertiser and PR specialist – capacity for project and creative thinking. They also acquire foreign language skills.

In the process of training, students develop creativity, the capacity for creative activity, analytical and prognostic skills, organizational and managerial abilities aimed at establishing effective communications between the employer and society.

Disciplines

- ✓ Marketing research and situational analysis
- ✓ Political PR
- ✓ Fundamentals and psychology of advertising
- ✓ Organization of work of an advertising agency and press service
- ✓ Theory and practice of public relations
- ✓ Mass communication and media planning
- ✓ Technology for writing advertising and PR texts
- ✓ Culturology
- ✓ Logic
- ✓ Business communication
- ✓ Development and production technology of an advertising product
- ✓ Public opinion management technology
- ✓ Online advertising and public relations
- ✓ Advertising ethics
- ✓ Advertising and public relations in state, public and business organizations

Practical Training

The program includes three types of practical training:

1) practical training in obtaining primary professional skills, including primary abilities and skills of research activities;

2) practical training in obtaining professional skills and experience of professional activity. Work placement in the largest advertising and PR agencies, government bodies, and press services of leading companies allow you to apply acquired knowledge in the course of real work;

3) pre-graduation practical training.

Students undergo all three types of practical training in marketing and advertising services of commercial enterprises, and advertising agencies.

Career

After completing the course, graduates can work in:

- marketing, public relations or advertising departments at state and commercial enterprises;
- firms specializing in marketing research and consulting;
- federal, regional and municipal governments;
- advertising agencies;
- publishing houses and editorial offices of newspapers and magazines, etc.

Graduates can be employed as advertising agents, PR managers, copywriters or rewriters, PR directors, project managers in advertising, and heads of enterprises.

Graduates can continue their studies doing master's degree programs, including Digital Technologies in Advertising and Public Relations and Branding in Advertising and Public Relations.