

42.04.01 – Advertising and Public Relations

MA Program: Advertising and Public Relations in Business –

Duration: 2 years (intramural), 2.5 years (extramural and evening-time studies)

Degree: Master

Number of state-funded places in academic year 2020-2021: 3 (intramural), 7 (extramural)

Tuition fee in academic year 2019-2020: RUR 125,000 (intramural); RUR 57,000 (extramural)

Objectives:

Training advertising and public relations professionals, prepared to perform the many job functions in a due, appropriate and efficient manner, i.e. ones of carrying out advertising and PR campaigns on different scales, good management of advertising and PR services, building upon profound understanding of marketing and PR communications and of best international practices, rendering advertising services and holding advertising and PR events.

Subjects:

- Foreign Language in Professional Communications (advanced course)
- Linguistic Culture in Professional Communications
- Management in the Sphere of Innovations
- Advertising and PR Techniques in Various Spheres
- Arranging and Implementing Advertising and PR Campaigns
- Management in Advertising and PR Agencies and Services
- Communications Management
- Strategic Planning and Project Management in Business
- Brand Management
- Integrated Communications in Business
- Introduction in International Business

Career opportunities:

- advertising and PR professionals in Russian and international companies, mass media and state bodies
- specialists in advertising or PR agencies
- brand managers
- spokespersons
- copywriters, speechwriters
- marketing experts
- researchers in the communications sphere

Entrance exams:

Fundamentals of advertising and public relations