

Public Relations (Bachelor)

Saint Petersburg Electrotechnical University "LETI"

Degree or qualification is awarded: **Bachelor**

Language of study: **Russian**

Mode of study: **full-time**

Duration: **4 years**

Availability of free education: **yes**

Price: **190 000 - 199 000 rubles per year**

Programme webpage at the university website: <https://etu.ru/en/study/bachelors-degree/42.03.01-public-relations>

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The professional community recognizes the Department of Public Relations at ETU "LETI" to be one of the best places to receive business communication education not only in St. Petersburg but also in Russia. What is Public Relations?

Graduates of the "Public Relations" program are capable of creating and maintaining an image and business reputation, organizing and conducting advertising and PR campaigns, interacting with mass media, conducting sociological and marketing research, developing and implementing a communication strategy in state institutions, commercial and non-profit organizations, media outlets.

ETU "LETI" was one of the first in Russia to begin training PR specialists in 1993.

Key points

- Modern educational and professional standards are taken into account while conducting specialist training, which allows graduates to be in demand in numerous spheres of professional activity;
- Training is conducted with the direct participation of partner organizations of the department. Their representatives deliver lectures, conduct workshops, and enter the state expert committee during graduate thesis defense;
- Students can take internships at leading communication agencies, enterprises and media outlets in St. Petersburg, participate in numerous events and projects organized by the Department of Public Relations and its Russian and international partners. Graduates are in demand by employers, which is the best conformation of education quality. International internships and training
- The university signed cooperation agreements with a number of universities overseas that are focused on specialist training in the field of mass communication, advertising and public relations. Close and fruitful cooperation has been carried out with Towson University (Maryland, USA) since the opening of the Public Relations department in 1993. All graduates of the department get a certificate from Towson University in addition to the LETI degree.

Specializations within this programme