

# PR Management (in cooperation with Riga International School of Economics and Business Administration)

Peoples' Friendship University of Russia

Degree or qualification is awarded:

Master's Degree

Language of study: **Russian**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **yes**

Price: **260 800 RUB per year for CIS students; 4 100 US \$ per year for Int. students**

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## Programme focus:

The programme is designed to nurture the skills that could be implemented to pursue successful career in the context of contemporary business environment. The programme is also intended as a guide to fundamental issues associated with PR management.

## Programme advantages:

The programme is intended for students aspiring to enhance personal efficiency in today's market, learn to develop and implement communications strategies, manage company-to-audience interaction processes.

The programme is designed to impart knowledge in skills in the sphere of:

- assessment of efficiency of PR activities;
- communications project management;
- analytical support of PR projects;
- strategic management in PR agencies and departments;
- information management in social networks;
- operation in the context of digital environment;
- reputation management.

## Graduates' expertise and career opportunities:

- communications processes in political, economic, social, academic and scientific spheres;
- techniques and technologies of mass, business and personal communications;
- popularization techniques to promote competitive properties of goods, services, commercial companies, non-profit and public organizations, state institutions and agencies, their positioning in the market environment;
- public opinion.

## Specializations within this programme