

PR and Advertising in New Media

National Research Tomsk State University

Degree or qualification is awarded: **Master's degree**

Language of study: **Russian**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **no**

Price: **185 200 RUB per year**

Programme webpage at the university website:

<http://www.psy.tsu.ru/prospective-students/graduate/courses/public-relations-and-advertisement>

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The “PR and Advertising in New Media” Master’s programme is training of qualified specialists in electronic communications, social communications. They are able to run advertising and PR-agencies, similar divisions of state organizations and businesses, and also perform profound analysis and research.

Career

The programme is training competent competitive professionals for project, management, expert, research and education communications dealing with “new media” (Internet versions of mass media, news web-sites, blogs, social networking services and others). Those are essential to work efficiently with the E-society, i.e. the potential and real customers and clients, partners, investors, the media, and state, commercial and non-profit organizations.

Masters who wish to continue their education as PhD-students may do so under the “Interdisciplinary approach to study of communication environment in today’s network society and of digital nomadism”

Programme contents

Apart from basic subjects (Planning and Performing Advertising and PR Campaigns, Management of an Advertising and PR Agency and a Company Division of Advertising and PR, Management of Communications), the programme includes advanced Promotion in the New Media, Branding in the Internet, Blogging, Internet Image Technologies courses, and more.

Admissions (education requirements, admission tests)

The programme is available for all graduates interested in advertising, PR, new media who wish to obtain their Master’s degree.

Admission is competitive and based on the results of an examination in the discipline (creative task) and an interview.

Specializations within this programme