

Advertising and Public Relations

South Ural State University

Degree or qualification is awarded: **Bachelor's Degree**

Language of study: **Russian**

Mode of study: **full-time, part-time**

Duration: **4 years - full time, 5 years - part time years**

Availability of free education: **yes**

Price: **131 500 rubles**

Programme webpage at the university website:

<https://www.susu.ru/en/education/bachelors-specialist-degree-programs/420301-advertising-and-public-relations>

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The program includes a wide range of educational disciplines on the history of the development and current state of world advertising and public relations; conducting marketing and sociological research on design, technology, development of advertising products and the creation of communication infrastructure; on operational management of advertising and PR services and digital technologies of promoting in transmedia. It provides project-based learning and practical training in all types of media.

Specializations within this programme

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