

PR & Advertising in International Communications

Ural Federal University named after the first President of Russia B.N. Yeltsin

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

Language of study: **English**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **yes**

Price: **Non-FSU citizens: 222 900 (186 600)*. FSU citizens: 163 400 (134 900)*. Discounts apply.**

Programme webpage at the university website: <https://programs.edu.urfu.ru/en/9824/>

Programme curator:

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The program is aimed at training highly qualified universal specialists in the field of international communications, on the basis of mastering an integrated approach to communication management. The program is fully implemented in English, however, students are also given the opportunity to master the necessary basics of the Russian language. In addition to the development of practical-oriented professional competencies, the important objectives of the program are the formation of students' ability to conduct high-quality research in the field of media and communications, as well as leadership qualities and a deep understanding of modern social processes.

The program was developed in cooperation with the Federal University of Ouro Preto (Brazil), which is a partner of the program. This agreement provides the possibility of student mobility: study up to two semesters in Brazil at the partner universities of the program (in addition to the Federal University of Ouro Preto – PUC Minas, University of São Paulo) to conduct research work under the guidance of highly qualified foreign professors.

Studying in two different educational institutions and countries at once, students receive invaluable practical experience of intercultural communication, which will be useful to them in their future professional activities in enterprises cooperating with Russia or Brazil, or in government bodies involved in international activities, or in non-profit organizations. In addition, students will be able to deeply immerse themselves in the cultural environment of the country (Russia or Brazil), learn its language, culture of everyday communication, the country's market, the most successful practices of public relations and advertising.

This program has three target groups: students from UrFU and other Russian universities, students from the Federal University of Ouro-Preto, Brazil, as well as students from Asia, Africa, Latin America, who are interested in studying in Russia. During the studying period, representatives of all three groups get the opportunity to learn together, which models the real cross-cultural environment, makes it possible to compare the impact of the studied communications (public relations and advertising) on representatives of different cultures.

Specializations within this programme