

Advertising and Public Relations

National Research Lobachevsky State University of Nizhni Novgorod (Lobachevsky University)

Degree or qualification is awarded: **Bachelor's degree in Advertising and Public Relations**

Language of study: **Russian**

Mode of study: **full-time**

Duration: **4 / 4,5 years**

Availability of free education: **yes**

Price: **144 000 RUB per year**

Programme webpage at the university website:

<http://www.imomi.unn.ru/education/bakalavriat/reklama-i-svyazi-s-obshhestvennostyu>

Programme curator:

Tel.:

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The Bachelor's degree programme in "Advertising and Public Relations" at the Institute of International Relations and World History presupposes the in-depth study of the latest trends and tendencies of modern political science, culture and public relations, foreign languages. Special attention is devoted to the theory and practice of public relations in world politics and culture.

Students have the opportunity to acquire knowledge in the following areas:

- PR, advertising, political consulting
- Basic principles of management and marketing, accounting
- Sociology and psychology of mass media
- Political science
- Foreign languages

The educational programme delivered by the Philological Faculty has been developed with the aim to train competitive qualified specialists for interacting with mass information space, working with modern advertising techniques, creating and accompanying an advertising product.

The programme is aimed at training of specialists who in highly competitive conditions can:

- Efficiently manage communications with various groups of people: customers, partners, governmental organizations, mass media, company employees;
- Compose PR and advertising texts;
- Organize special events;
- Plan and execute PR and advertising campaign;
- Carry on media planning;
- Conduct market research.

Specializations within this programme

Advertising and Public Relations in Commercial Sphere

The programme is delivered by the Department of Journalism of the Philological Faculty.

The specialization in "Advertising and Public Relations in Commercial Sphere" is universally applicable and is characterized by an extensive informative component and a wide range of practical skills that provide for their potential usage in various spheres: advertising-informational, marketing-advertising, advertising-managerial, advertising-operational, cultural-educational, analytical, scientific-research, expert-consulting.

A graduate of the Bachelor's degree programme should know and be able to create a unique shopping offer using various advertising means, to develop an advertising and PR strategy taking into account modern achievements in the sphere of media planning and advertising technologies, to develop and solidify the image of a company, optimize

costs while choosing and implementing various communication strategies.

The Bachelor's degree specialization in "Advertising and Public Relations in Commercial Sphere" provides for the development of competences that enable graduates: to collect, store, process, analyze and evaluate information necessary to organize and manage advertising and PR-activity; to inform wide audience, form, identify and satisfy requests of audience groups, stimulate demand through promotional products; to provide advertising and PR services, organize promotional events and PR campaigns; to organize and carry out scientific research in the sphere of communicative activity, to evaluate social-psychological impact of PR and advertising technologies, marketing, communicative and economic effectiveness of advertising; to apply general scientific and professional research methods in the sphere of advertising and PR-activity.

Students of the specialization in "Advertising and Public Relations in Commercial Sphere" participate in international and Russian festivals and PR competitions, develop their own PR-projects and participate in business games, undergo internship in press and public relations service departments of various companies and mass media of Nizhny Novgorod and the Nizhny Novgorod region.

Advertising and Public Relations in the System of State and Municipal Management

The programme is delivered by the Department of Journalism of the Philological Faculty.

The programme provides in-depth theoretical and develops practical skills in the sphere of advertising and public relations in the system of state and municipal management, gives an opportunity of creative, advertising, informational, managerial, information-managerial, cultural-educational, scientific-research activity in the sphere of state power.

Bachelor's degree programme graduates can work as public relations specialists (press-secretaries, heads and employees of press service in state and municipal management structures, political parties and commercial organizations).

The Bachelor's degree specialization in "Advertising and Public Relations in the System of State and Municipal Management" provides for the formation of competences allowing graduates:

- to manage strategic planning processes, as well as the processes of launch, creative development and implementation of communicative programmes and activities, to ensure their quality and effectiveness;
- to develop strategic concepts and business plans of projects, to provide guidance on project activities;
- to inform public on the activity of local and municipal government institutions and their officials;
- to develop and maintain a positive image of a public authority or a municipal structure.

Advertising and Public Relations in Politics and Commerce

The programme is presented by the Institute of International Relations and World History. Students study promotion technologies for public and political programmes of parties and blocs, particular candidates.

Bachelor's degree students acquire relevant skills in:

- Composing journalistic and PR texts
- Mediaplanning
- Developing advertising messages concepts
- Planning and organizing advertising and PR-campaigns
- Marketing research
- Project team work

Our graduates occupy the following professional positions:

- Public relations specialists in state and municipal authorities
- Political consultants
- PR-specialists in commercial companies
- Specialists in advertising and promotion
- Employees of communication agencies
- Employees of press service and mass media
- Copywriters