

Advertising and Public Relations

Peter the Great St. Petersburg Polytechnic University

Degree or qualification is awarded: **Bachelor of Advertising and Public Relations**

Language of study: **Russian**

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

Duration: **4 years**

Availability of free education: **yes**

Price: **198 000 - 207 000 rubles**

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The programme focuses on the training of highly qualified specialists in advertising and public relations. It involves learning modern methods and technologies in the sphere of advertising and public relations, mastering practical skills required for public and municipal bodies, studying research and analysis methods. The uniqueness of this education programme consists in implementing Peter the Great SPbPU traditions being a leading technical university of Russia and the center of knowledge in the field of humanities which strengthens the educational process and allows to make good use of both traditional and interactive methods of teaching and learning: lectures, discussions, workshops, business games.

Students do an internship in advertising and PR-agencies at the leading enterprises of the city, country, foreign countries.

The area of professional activity includes:

communication processes in interpersonal,

social, political, economic, cultural, educational

and scientific fields; engineering and

technology, business and personal

communications; technology promotion of

goods, services, commercial companies, non-

profit and non-governmental organizations,

public institutions and bodies, their effective

positioning in the market environment; positive

public opinion and image design.

Graduates can start their professional career in non-governmental, public and commercial institutions and organizations, the media.

Specializations within this programme

Advertising in the Area of International Cooperation

Development of advertising, scientific and administrative capacity and creative thinking tools for developing creative promotional concepts, communication and advertising for international market with basis on modern marketing

methods and strategies.

Advertising and Public Relations of Public Administration System

Studies on modern advertising and PR tools and techniques, state and city government internships, methods of scientific and analytic work.

Advertising and Public Relations of Industries (public relations)

Tuition includes - acquiring knowledge and professional skill in PR and advertisement; - learning the basics of advertisement writing and press release writing; - learning the basics of proofreading and copyrighting; - learning to plan, design and implement communication campaigns and events;