

Administration of Business Communications

Peoples' Friendship University of Russia

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

Language of study: **Russian**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **yes**

Price: **260 800 RUB per year for CIS students; 4 100 US \$ for international students**

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Programme focus

The Programme is earmarked for those graduates who already have a Bachelor's degree or specialist diploma, and not necessarily in the «Advertising and public relations» domain.

As its goal, the present Master's degree course has formation of professional competences, which not only correspond to the requirements of the educational standards but also take into account the development trends of the contemporary market of advertising and public relations.

Students have to learn about the full set of integrated market communications, contemporary situation on the market of communications services in Russia and abroad, anti-crisis administering and so on. 7 Doctors of sciences and 13 Candidats of sciences work at the chair of mass communications. Practical disciplines are thought by the invited experts who have practical experience of work in the full cycle communications agencies.

Programme advantages

The high level and known experts work at this core business chair. The works of the philological faculty scientists are well known in Russia and abroad. The Master's degree graduates have an opportunity to continue education at the post-graduate course and pursue doctoral degree studies to obtain the scientific degree and a PhD diploma.

The programme of the core business practical training is realised at the communication agencies and departments of strategic communications in Russian and foreign business structures. Each RUDN student has an opportunity to obtain a professional translator skills in addition to the basic profession.

Career opportunities

Graduates of the philological faculty work successfully in 170 countries of the world. Specialists who obtained higher education at the RUDN have different positions at the public relations services market.

A graduate can occupy the following positions: PR-manager, manager on advertising, accounts-manager, marketing-manager, brand manager, press secretary, head of the department of strategic communications (department of public relations, marketing department and department of business development), head of projects, direction head/head of department in a communications agency.

Specializations within this programme