

# Advertising and Public Relations

Peter the Great St. Petersburg Polytechnic University

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

Language of study: **Russian**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **yes**

Price: **209 000 -218 400 RUB per year**

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- Analysis of contemporary advertising industry, its perspective and issues of international and local advertising market;
- Market research for commercial purposes;
- Advertising policy and strategy;
- Development of advertising campaigns based on market changes, scientific and technical advances, and customer demand;
- Strategic planning in advertising; creation and modeling of a commercial product.

## Specializations within this programme

### Advertising and Communication in the International Sphere

The programme is oriented on training qualified specialists in international advertising ready for managing integrated marketing communications on the international market. The students master the technologies of creating an advertising product. The development of project and creative competencies of the graduates and applied skills for advertising is of considerable attention during the education process. Students do an internship in the press services, the media, public and municipal advertising and PR-departments.

### Scientific PR and promotion of scientific and technical product

Public Relations deal with establishing communication with target audiences of the company and forming a positive image of the organization, a product or a person in the opinion of the public. Studying specialized disciplines is based on fundamental mathematical, computer, information, economic, language and legal training. Graduates work in the logistic, production, external economic and sales departments of the organizations, in the logistic centres, customs authorities, transportation companies.