

Advertising and Public Relations

Kazan (Volga Region) Federal University

Language of study: **Russian**

Mode of study: **full-time**

Duration: **4 years**

Availability of free education: **no**

Price: **160 800 RUB per year**

Programme webpage at the university website:

<https://kpfu.ru/isfnmk/abiturientam/napravleniya-podgotovki/reklama-i-svyazi-s-obschestvennostju>

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Summary: The aim of the education program is to train experts in the field of creation and maintenance of image and business reputation, organizing and conducting advertising and PR campaigns, interacting with the media, conducting marketing research, developing a communication strategy in various organizations.

Education program is based on the acquisition of both theoretical and practical knowledge, skills and abilities. Theoretical knowledge is consolidated during the practice, which takes place in PR agencies, advertising agencies and press centers.

Program includes the formation competencies and skills in the field of brand management, basic media planning, advertising, informational and propaganda campaigns and events.

Graduates of the program are well prepared to begin their careers in state, commercial, financial, international, political, public organizations; advertising and PR – agencies, advertising and PR – departments of state organizations and business structures, in the press services of government bodies of various levels, election campaigns, examination of advertising and PR products.

Specializations within this programme