

# Advertising and public relations

Immanuel Kant Baltic Federal University

Degree or qualification is awarded: **Bachelor**

Language of study: **Russian**

Mode of study: **full-time**

Duration: **4 years**

Availability of free education: **yes**

Price: **2 350 USD per year**

This course aims to provide you with the basic knowledge of humanities and in-depth knowledge in the field of mass communications. Graduates will become successful professionals in the fields of advertising and public relations.

## **Specializations within this programme**

What will I study?

- Theory and practice of communication
- Foundations of photography and video recording
- Multimedia technology in professional activities
- Advertising product development
- Branding
- Development and implementation of advertising and PR campaigns
- Creative studios
- Corporate PR
- Evaluation of effectiveness in advertising and PR activities
- Organization of work of advertising and public relations departments
- Design in integrated communications