

Advertising and Public Relations (PR)

Far Eastern 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: **210 000 rubles per year**

Programme webpage at the university website: <https://www.dvfu.ru/admission/program-bs/b/42.03.01.php>

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The students gain knowledge and form practical skills in the use of advertising and PR; in exploring techniques and technologies of mass, business and personal communications, technology and engineering properties of competitive promotion of products, services, commercial companies, non-profit and non-governmental organizations, public institutions and bodies, their positioning in the market environment; in methods of forming and influencing public opinion, including the use of innovative technologies of publicity and branding.

Profiles:

- Advertising and public communication in the commercial sphere;
- Advertising and public communication in the state and municipal management system.

Specializations within this programme