

# PR Management

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 \$ per year for Int. students**

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## Programme focus

The subjects studied give a deep theoretical knowledge and practical skills in the sphere of marketing communications, planning and holding advertising campaigns, reputation management, communication management applicable for work in the global and Russian market.

The programme is accredited by international accreditation agency DEVA-AAC: Andalusian Agency of Knowledge, Department of Evaluation and Accreditation, Sevilla.

The target audience of the program: young people with secondary education, seeking to develop their career and communication skills who are interested in technologies of creating a positive image, services and ideas promotion tools, etc.

## Programme advantages

RUDN state higher education diploma

Opportunity of obtaining a translator's diploma and international certificates of language proficiency

High qualified academic staff with a large share of practitioners

High demand for graduates in the labour market and a thought-out system of entering the profession

Practical and project orientation of training including opportunities of combining studies and work, a lot of practice

Learning 2 foreign languages

Cooperation with companies

ACAR, AKOS, AKMR, IABC / Russia, Association of Russian Managers, Public Chamber of the Russian Federation, VTB DC, RIA Novosti, AST Publishing Group, Russia's largest communication and advertising agencies "Total View", JWT, BBDO, Action, Affect, Viewpoint, Progression, Y & R, ADV, Arttox media, Grey, Vivaki, Ogilvy Group Russia, GroupM, Leo Burnett, MediaArts, Admos, Gallery, Newton PR & Communications, Konchalovsky production center, Video International, and other companies.

## Graduates' expertise and career opportunities

- Head of advertising and PR departments in Russian and foreign companies, state organisations, mass media

- Customer relations specialist in advertising and communication agencies of full cycle
- Brand-manager, researcher and strategist in communication sphere

Practice and training, including foreign ones

Students take internships, depending on their educational and professional interests. Internships are held in major international communication, media and advertising agencies, advertising and PR-departments of large companies, in the press services of the state enterprises, in publishing houses and producing centers.

The programme provides training abroad (France) at one of the most famous advertising festivals in the world - Cannes Lions (Cannes Lions); in Latvia summer school of advertising and PR "Media art" in the Riga International Economics and Business Administration School.

Students completing the master's program can continue their education in a postgraduate course of corresponding profile.

### **Specializations within this programme**