

Communication theory and international public relations (pr)

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: **no**

Price: **254 500 RUB per year for CIS students; 4 100 US \$ per year for Int. students**

Programme curator: **Egorova Ludmila**

Tel.: **+74957873803 (#1038)**

E-mail: egorova_la@pfur.ru

Programme Focus

The programme is designed to serve as an autonomous degree programme for students wishing to pursue more advanced studies in theory and practice of intercultural communication and international public relations.

The programme aims to enable students to acquire advanced knowledge of cultural and historical background of linguistics and intercultural communication; study and acquire specific tools of scholarly research in the field; develop skills in the culture of verbal communication at an advanced level being a free user of at least two foreign languages.

Concepts of management, marketing, advertising and public relations including peculiarities of international public relations are the most significant options of the programme.

Much of the research the students do is self-selected, allowing them to walk their own path of personal or professional interest.

Programme advantages

Students will develop knowledge and understanding of key principles of the communication process research in various spheres of public life; analysis of linguistic, psycho-linguistic, and socio-psychological aspects of intra-personal, inter-personal, and mass communications; laws of speech and public speaking practice; principles of compiling programmes in public relations; stages of management evolution, objectives of the present-day manager, goals in organization management, organization types and structures, financial management, staff management, communication in management, taking management decisions, etc.

Graduates' expertise and career opportunities

The Programme graduates will be able to get a job in the leading Russian and foreign companies as high-ranking managers, apply their knowledge in the spheres of marketing, advertising and international public relations.

Specializations within this programme