

Advertising and Public Relations

Siberian Federal University

Degree or qualification is awarded: **Bachelor**

Language of study: **Russian**

Mode of study: **full-time**

Duration: **4 years**

Availability of free education: **no**

Price: **155 258 RUB per year**

Programme webpage at the university website:

http://edu.sfu-kras.ru/sites/edu.sfu-kras.ru/files/oop/annotations/42.03.01.01_Annotaciya_OP.pdf

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The aim of the degree program is the preparation of a modern qualified specialist in the field of communication process management using modern organisational, managerial, communication, market research and forecasting and analytical technologies.

Knowledge, skills and abilities that the educational program provides are designed to solve problems aimed at developing and implementing effective advertising and PR strategies in interpersonal, social, political, economic, cultural, educational and scientific fields in the context of increasing the market and social importance of their customers.

The objectives of the educational program are of research nature and are associated with professional activities in the study of communication technologies, the creation of advertising and PR products, planning and organisation of advertising and PR campaigns, imageology with the aim of shaping consumer preferences in various fields of activity:

- to form an idea of the goals and objectives of the activities of professional personnel with the qualification of a bachelor of sciences in Advertising and Public Relations;
- to train for the implementation of organisational, managerial, communication, market research and forecasting and analytical activities in public institutions of the federal, regional and local levels, self-government bodies, non-state, public and commercial institutions and organisations, media, industrial and service enterprises;
- to foster seeking further professional development in the field of modern public relations and advertising and information activities.

Competitive advantages for the graduate: skills in the field of professional activity and obtaining a high level of qualification based on:

- formation of living knowledge in the field of professional activity;
- mastering methods of positioning, advertising and public relations technologies, principles of integrated marketing communications, basic principles of marketing thinking, forecasting the development of markets, etc.;
- creation of new objects of research in the field of integrated marketing communications that are of current importance in domestic practice;
- knowledge management and innovative projects in the field of modern informative-persuasive technologies (advertising and public relations);
- internships in various institutions of the federal, regional and local levels, non-governmental, public and commercial institutions and organisations, mass media, advertising and PR agencies of Krasnoyarsk and Krasnoyarsk Territory.

Specializations within this programme