

Advertising and Public Relations (Master)

Saint Petersburg Electrotechnical University "LETI"

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: **208 000 rubles per year**

Programme curator: **Maria Titarenko**

Tel.: **+7 812 234-35-53**

E-mail: mytitarenko@etu.ru

The master's program on Strategic Communications in Commercial and Noncommercial Sphere focuses on professional competencies and practical skills of working with modern technologies and tools of strategic communications management in organizations from various sectors of the economy. The program combines a practice-oriented approach in solving strategic communications tasks with acquiring the skills necessary to conduct research in this area and identify industry trends.

The program trains specialists in the field of strategic communications capable of critical analysis of problem situations using a systematic approach; analysis of the needs of society and the interests of the audience to predict and meet the demand for media texts and/or communication products; selection and use modern technologies in media production; evaluation and prediction of possible effects in the media sphere, following the principles of social responsibility.

Specializations within this programme