

# Media Communications

Kazan (Volga Region) Federal University

Language of study: **Russian**

Mode of study: **full-time**

Duration: **4 years**

Availability of free education: **no**

Price: **160 800 rubles per year**

Programme webpage at the university website:

<https://kpfu.ru/isfnmk/abiturientam/napravleniya-podgotovki/mediakommunikacii>

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Summary: The aim of the education program is to train specialists in the field of the modern media industry.

Education Program includes the formation of both theoretical and practical knowledge and skills in the field of media communications.

The program combines the technical, creative and managerial training of a student for the possibility of acquiring successful working skills in the modern media industry at the intersection of different types of activities.

Graduates of the program are well prepared to begin their careers in state, commercial, financial, international, political, public organizations; advertising and PR - agencies; advertising and PR - departments of state organizations and business structures; press service of enterprises and authorities at various levels; Media and communications; HR and organizational management, political and business consulting, expert examination of advertising and PR products, image-making, event management, advertising and public relations departments of Russian and foreign companies.

## **Specializations within this programme**