

Advertising

Peoples' Friendship University of Russia

Degree or qualification is awarded:

Bachelor's Degree

Language of study: **Russian**

Mode of study: **full-time**

Duration: **4 years**

Availability of free education: **yes**

Price: **340 000 RUB per year for CIS students, 5 650 US \$ per year for Int. students**

Programme curator: **Nina Trubnikova**

Tel.: **+7 (495) 434-32-33**

E-mail: trubnikova_nv@rudn.university

Programme focus

Programme "Advertising" trains specialists working at advertising agencies, marketing and advertising departments of large Russian and foreign companies and specialists of small and medium business.

Graduates are to possess creative thinking, skills of organizing and realizing advertising campaigns, understand macro- and microconditions of their business functioning, sources of its global competitive advantages, peculiarities of communications organisation in multinational companies, mechanics of work in international labour and service market, to master at least two foreign languages, professionally understand the matters of advertising.

The program is internationally accredited by 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 (over 60 per cent of senior courses) with a serious status in the communications industry)
- High demand for graduates in the labour market and a thought-out system of entering the profession starting in 1-2 years.
- 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, Artox 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

- Specialist of marketing and advertising departments in Russian and foreign companies, state organisations, mass media
- Customer relations specialist in advertising and communication agencies of full cycle
- Brand-manager, merchandising 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.

Specializations within this programme