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INSTITUTE OF SOCIAL SCIENCES AND MASS COMMUNICATIONS

## MEDIA COMMUNICATIONS

The goal of the program is to train highly qualified personnel in the field of modern media communications, capable of creating, editing and adapting content in accordance with the objectives of the communication campaign and the capabilities of communication platforms; to develop the concept and content of the media resource, maintain its work, update and edit content; to direct presentations, public speaking, actions, events in a multimedia environment and to ensure interaction with the audience of media resource.



**БелГУ**  
БЕЛГОРОД STATE  
UNIVERSITY (BSU)

# MEDIA COMMUNICATIONS

**LEVEL** Bachelor

## DEPARTMENT

Institute of Social Sciences  
and Mass Communications

**DURATION** 4 years

**START DATE** 1st September

**LOCATION** 308009, building  
9, st. Preobrazhenskaya, 78,  
Belgorod

**LANGUAGE** Russian

## PROGRAM COORDINATOR

Yevgeny Kozhemyakin

## TUITION FEES

2500 USD

- currency of payment is ruble

## WEB

[bsuedu.ru/bsu/](http://bsuedu.ru/bsu/)

## ACADEMIC-RELATED ENQUIRIES

+7-4722-30-18-80

+7-4722-30-11-82

[Exam@bsu.edu.ru](mailto:Exam@bsu.edu.ru)

[kozhemyakin@bsu.edu.ru](mailto:kozhemyakin@bsu.edu.ru)

## ENTRY REQUIREMENTS

Admission of foreign citizens to study under contracts for the provision of educational services is carried out on a competitive basis (based on the results of entrance tests conducted by the university).

## APPLICATION

Application for acceptance of documents for enrolment (by mail)

Consent to the processing of personal data of the applicant.

Letter of consent

Identity document, citizenship

Academic degree

Documents confirming the individual achievements of the applicant

An agreement on the provision of paid educational services (for admission on a contractual basis)

## PROGRAM STRUCTURE

In the first year students study such subjects as "Russian language and culture of speech", "Fundamentals of communication theory", "Philosophy", "History of Russia", etc. In the second semester students do an internship in the press and PR organizations and departments.

In the second year 2 general aspects of advertising and PR activities are studied. There are also such subjects as "The Theory and Practice of Mass Communication", "The Theory and Practice of Advertising Activities", "Professional Ethics of a Specialist in Advertising and Public Relations", etc.

In the third year students have lessons in "Sociology of Mass Communication", "Communication Research Methods", "Rhetoric", etc. After the second and third years, students undertake practical training in mass media advertising departments, advertising agencies, communication and PR departments.

In the fourth year students learn applied aspects of professional activities ("Press services in commercial organizations", "Internet advertising", "Marketing research and situation analysis", "Basics of integrated communications", "Organization and implementation of PR campaigns" etc.). In the second semester of the fourth year students undertake pre-diploma practice and prepare their final qualification work.

## CAREER OPPORTUNITIES

Graduates of the program can work in professional fields such as:

·media (newspapers, magazines, television, radio broadcasting, news agencies, Internet media, etc.);

·cultural industries (recording studios, production agencies in film, show business, television production, audiovisual content production companies);

·Interactive content industries (multimedia studios, Internet portals, databases of video and audio content, firms producing computer games, animation and software products, and mobile applications);

·Telecommunications industry related to the production of content (cable operators, mobile operators, satellite operators, mobile content producers);

related information and communication fields (press services, advertising and PR-agencies (public relations), social marketing agencies SMM).