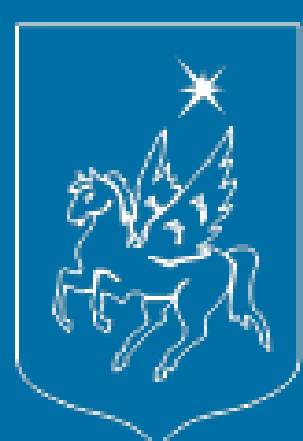

INSTITUTE OF SOCIAL SCIENCES AND MASS COMMUNICATIONS

ADVERTISING AND PUBLIC RELATIONS

The aim of the program is to train highly qualified personnel in advertising and public relations who are ready to participate in communication processes in different professional fields (government, non-profit and commercial sectors), interpersonal, social, economic, cultural, educational and scientific spheres. Graduates apply techniques and technologies of mass, business and personal communication.



БелГУ
BELGOROD STATE
UNIVERSITY (BSU)

ADVERTISING AND PUBLIC RELATIONS

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/

ACADEMIC-RELATED ENQUIRIES

+7-4722-30-18-80

+7-4722-30-11-82

Exam@bsu.edu.ru

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 can work in PR departments and press offices of state institutions and public organisations, advertising agencies, advertising departments of organisations, publishing and printing companies, mass media, press offices of commercial companies, marketing and external communications departments, etc.