

Division: *Institute of Media, Social Sciences and Humanities*

Academic programme: *42.03.01 Advertising and Public Relations, major in Advertising and Public Relations in New Media*

Mode of study: *full-time, part-time*

Programme length: *4 years (full-time), 5 years (part-time)*

Programme level: *Bachelor's degree*

Language of instruction: *Russian*

Programme description: *This programme was developed within the frameworks of project-based learning and is based on the Enterprise Promotion project. It is aimed at making up for the staff shortage with regards to specialists in the field of advertising and public relations in the Russian and foreign markets. This course provides modern humanities and technology knowledge for successful management of communication processes in business, politics, digital media, and science.*

Graduates, who have mastered this programme, can find profession-related jobs in governmental and non-governmental structures, public organisations, advertising and PR agencies, consulting agencies, mass media and new media as advertising managers, marketing communications managers, PR managers, press secretaries, brand managers, community managers, digital managers, advertising advisers, content managers, designers, copy-writers, speechwriters, SMM managers, account managers, or media planning managers.

Main programme-specific classes:

- *International Media Communications*
- *Corporate Culture*
- *Fundamentals of Integrated Communications (Advertising and Public Relations)*
- *Development of PR Campaigns*
- *Marketing Research and Situation Analysis*
- *Content Management of a Corporate Website*
- *Technologies of Advertising and Public Relations*
- *Advertising and PR in New Media*

Programme manager: *Liudmila P. Shesterkina, Doctor of Sciences (Philology), Associate Professor, Head of the Department of Journalism, Advertising and Public Relations, Deputy Director of the SUSU Institute of Media, Social Sciences and Humanities, member of the Board of the Union of Journalists of the Chelyabinsk*

Region, member of the Board of the National Association of Mass Media Researchers, Vice-President of the Eurasian Academy of Television and Radio.