

42.03.01 Advertising and PR

Degree: bachelor
Program length and study mode: 4 years, intramural (2020-2024)
Language: Russian
Credits: 240
Start date: 01.09.2020

Entry requirements:
Foreign citizens - on the basis of internal tests.

Program overview:

Program structure:

The structure of the educational program is based on the modular principle.

Typical units of study may include:

1. Advertising theories and applications module
History and theory of advertising, Internet advertising, Social and political advertising, Text advertising, Outdoor advertising, Print advertising, Advertising design.
2. Public relations theories and applications module
History and theory of public relations, Technologies of press relations services, Speechwriting, Infographics.
3. Integrated marketing communications module
Exhibitions and fairs, Branding, SMM, Market research
4. The module of sociological courses:
Sociology, Sociology of mass communications, Technologies of public opinion manipulation.
5. Project module
Technologies of social design, Creative approach in communications, Technologies of advertising and PR-product for social sphere development
6. The University academic mobility module
Economics and law
Creativity training
Multimedia presentation technologies
The basics of journalism
7. The practical module

Careers:

- advertising, marketing, PR and communication departments and agencies;
- press relations services of state and commercial enterprises;
- the media;
- non-profit organizations.

Get in touch:

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Academic practical training
 Work experience internship
 8. The module of final assessment: interdisciplinary state exam, graduation thesis defense.
 The Branding course will be taught in English (7-8 semesters).
 The educational process will include 4 online courses, namely Physical culture, History of Russia, Health and Safety, History of design.

Research areas:
 The approximate topics of graduation theses and projects:

1. Development of a brand book for a public organization
2. Development of a social advertising campaign on the topic...
3. Development of social PR-campaign on the topic...
4. Running a social advertising campaign on the topic...
5. Running a social PR-campaign on the topic...
6. History of social advertising in Russia
7. History of social advertising campaigns on the topic....
8. Effectiveness of social advertising campaigns
9. Technologies of social positioning of a brand
10. Sponsorship and patronage in commercial brand management
11. Marketing technologies for charitable programs running

	<ol style="list-style-type: none">12. Social project: marketing technologies of promotion13. Marketing communications in the non-commercial organizations14. Operating procedures of the press relations services in public agencies15. Operating procedures of the press relations services in bodies of legislative power16. Technologies and efficiency of crowdsourcing17. Technologies of social policy implementation: communicative and marketing aspects18. Technologies of social marketing	
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