Master Program: Advertising and public relations

Study Program: Digital technologies in advertising and public relations

4 years of studies

Language of Training: Russian

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| **№** | **Subject** | **Semester** | **Hours** | **Credits** |
| М.1.1.1 | Theories of social and marketing communications | 2 | 180 | 5 |
| М.1.1.2 | Modern media industry | 2 | 180 | 5 |
| М.1.1.3 | Intercultural communication and international public relations | 1 | 144 | 4 |
| М.1.1.4 | History of Public Communications | 1 | 216 | 6 |
| М.1.1.5 | Foreign language for academic purposes | 2 | 72 | 2 |
| М.1.1.6 | Digital technologies in advertising and public relations | 2 | 144 | 4 |
| М.1.1.7 | Communication Project Management | 3 | 216 | 6 |
| М.1.1.8 | Content development and promotion | 3 | 180 | 5 |
| М.1.1.9 | Development and implementation of a communication strategy | 2 | 216 | 6 |
| M.1.2.1 | Business Communication Language | 6 | 108 | 3 |
| M.1.2.2 | Methodological problems of modern science | 1 | 144 | 4 |
| М.1.2.3 | Basics of research in the professional field | 1 | 216 | 6 |
| M.1.2.4 | Advertising and public relations technologies in various fields | 1 | 144 | 4 |
| М.1.2.5 | Designing visual communications in advertising | 3 | 144 | 4 |
| M.1.2.6 | Basics of Entrepreneurship | 3 | 108 | 3 |
| М.1.3.1.1 | Reputation Management | 3 | 180 | 5 |
| М.1.3.1.2 | Imageology | 3 | 180 | 5 |
| М.1.3.2.1 | Multimedia Product in Advertising and Public Relations | 3 | 180 | 5 |
| М.1.3.2.2 | Communication Technology Design | 3 | 180 | 5 |
| М.1.3.3.1 | Philosophical and ethical issues in media communications | 2 | 144 | 4 |
| М.1.3.3.2 | History and logic of scientific knowledge | 2 | 144 | 4 |
| М.2.1.1 | Internship (research practice) | 2 | 216 | 6 |
| М.2.1.2 | Research work | 4 | 216 | 6 |
| М.2.1.3 | Pre-graduate practice | 4 | 432 | 12 |
| М.2.2.1 | Internship (teaching practice) | 4 | 108 | 3 |
| М.2.2.2 | Internship (professional and creative practice) | 4 | 216 | 6 |
| M.3 | State final certification (Master Thesis) |  | 216 | 6 |
|  | **Total** |  | **4320** | **120** |