Bachelor Program : Advertising and public relations,

Study Program «Information technology in advertising and public relations»

4 years of studies

Language of Training: Russian

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| **№** | **Subject** | **Semester** | **Hours** | **Credits** |
| Б.1.1.1 | Cultural science | 2 | 72 | 2 |
| Б.1.1.2 | Psychology | 3 | 108 | 3 |
| Б.1.1.3 | Basics of Sociology and Political Science | 3 | 144 | 4 |
| Б.1.1.4 | Economy | 5 | 108 | 3 |
| Б.1.1.5 | Philosophy | 5 | 108 | 3 |
| Б.1.1.6 | History | 1 | 144 | 4 |
| Б.1.1.7 | Russian language and culture of speech | 1 | 108 | 3 |
| Б.1.1.8 | Foreign language | 1,2,3 | 288 | 8 |
| Б.1.1.9 | Advertising d History | 1 | 144 | 4 |
| Б.1.1.10 | History of Literature and Art | 3 | 108 | 3 |
| Б.1.1.11 | Mathematics and Statistics | 1 | 108 | 3 |
| Б.1.1.12 | Digital communications | 2 | 144 | 4 |
| Б.1.1.13 | Information Technology in Applied Communications | 2 | 288 | 8 |
| Б.1.1.14 | Databases in Applied Communications | 4 | 108 | 3 |
| Б.1.1.15 | Physical Culture and Sport | 1 | 72 | 2 |
| Б.1.1.16 | Life safety | 8 | 72 | 2 |
| Б.1.1.17 | Introduction to Communication Specialties | 1,2 | 288 | 8 |
| Б.1.1.18 | The basics of communication theory | 1,2 | 216 | 6 |
| Б.1.1.19 | Theory and practice of advertising | 6 | 144 | 4 |
| Б.1.1.20 | Theory and practice of public relations | 7 | 144 | 4 |
| Б.1.1.21 | Theory and practice of media communications | 3.4 | 288 | 8 |
| Б.1.1.22 | Integrated communications | 5 | 108 | 3 |
| Б.1.1.23 | Legal regulation of public relations and advertising | 6 | 144 | 4 |
| Б.1.1.24 | Ethical Regulation of Public Relations and Advertising | 3 | 108 | 3 |
| Б.1.1.25 | Speech communication in public relations and advertising | 6 | 144 | 4 |
| Б.1.1.26 | Management in advertising and public relations | 5 | 144 | 4 |
| Б.1.1.27 | Sociology of Advertising and Public Relations | 4 | 144 | 4 |
| Б.1.1.28 | Psychology of Advertising and Public Relations | 4 | 108 | 3 |
| Б.1.1.29 | Organization and conduct of communication campaigns | 7 | 144 | 4 |
| Б.1.1.30 | Basics of project management in advertising and public relations | 8 | 144 | 4 |
| Б.1.2.1 | Foreign language for business communication | 4,5 | 144 | 4 |
| Б.1.2.2 | Organization of work of the departments of advertising and public relations | 6 | 108 | 3 |
| Б.1.2.3 | Corporate style | 6 | 108 | 3 |
| Б.1.2.4 | Marketing in advertising and public relations | 3,4 | 288 | 8 |
| Б.1.2.5 | Marketing Research and Situation Analysis | 5,6 | 144 | 4 |
| Б.1.2.6 | Media Planning Basics | 7 | 180 |  |
| Б.1.2.7 | Media Design | 5 | 144 | 4 |
| Б.1.2.8 | Computer technology three-dimensional graphics | 4,5 | 216 | 6 |
| Б.1.2.9 | Web design | 6 | 108 | 3 |
| Б.1.2.10 | Internet advertising | 7 | 144 | 4 |
| Б.1.2.11 | Graphic design | 3 | 216 | 6 |
| Б.1.2.12 | Internet technologies | 5 | 108 | 3 |
| Б.1.2.13 | Outdoor Advertising Technologies | 7 | 108 | 3 |
| Б.1.2.14 | Audio Advertising Technologies | 8 | 108 | 3 |
| Б.1.2.15 | Video Advertising Technologies | 7 | 144 | 4 |
| Б.1.3.1.1 | Information Technologies in Printing | 4 | 108 | 3 |
| Б.1.3.1.2 | Typography | 4 | 108 | 3 |
| Б.1.3.2.1 | Advertising Design Basics | 2 | 144 | 4 |
| Б.1.3.2.2 | Communication design | 2 | 144 | 4 |
| Б.1.3.3.1 | Animation Graphics and Animation | 7 | 144 | 4 |
| Б.1.3.2.2 | Multimedia Presentation Tools | 7 | 144 | 4 |
| Б.1.4.1.1 | Branding | 8 | 108 | 3 |
| Б.1.4.2.2 | Creative branding and advertising | 8 | 108 | 3 |
| Б.1.3.5.1 | Computer video effects | 8 | 144 | 4 |
| Б.1.3.5.2 | Technologies for the development of e-commerce systems | 8 | 144 | 4 |
| Б.1.3.6.1 | Game sports | 2-6 | 328 | 0 |
| Б.1.3.6.2 | Wellness physical culture | 2-6 | 328 | 0 |
| Б.2.1.1 | Training (professional-introduction) practice | 2 | 216 | 6 |
| Б.2.1.2 | Training practice (professional and creative) | 4 | 216 | 6 |
| Б.2.1.3 | Internship (professional and creative) | 6 | 216 | 6 |
| Б.2.1.4 | Internship (creative) | 8 | 108 | 3 |
| Б.2.1.5 | Pre-graduate practice | 8 | 216 | 6 |
| Б.3 | State final certification |  | 216 | 6 |
|  | **Total** |  | **8968** | **240** |