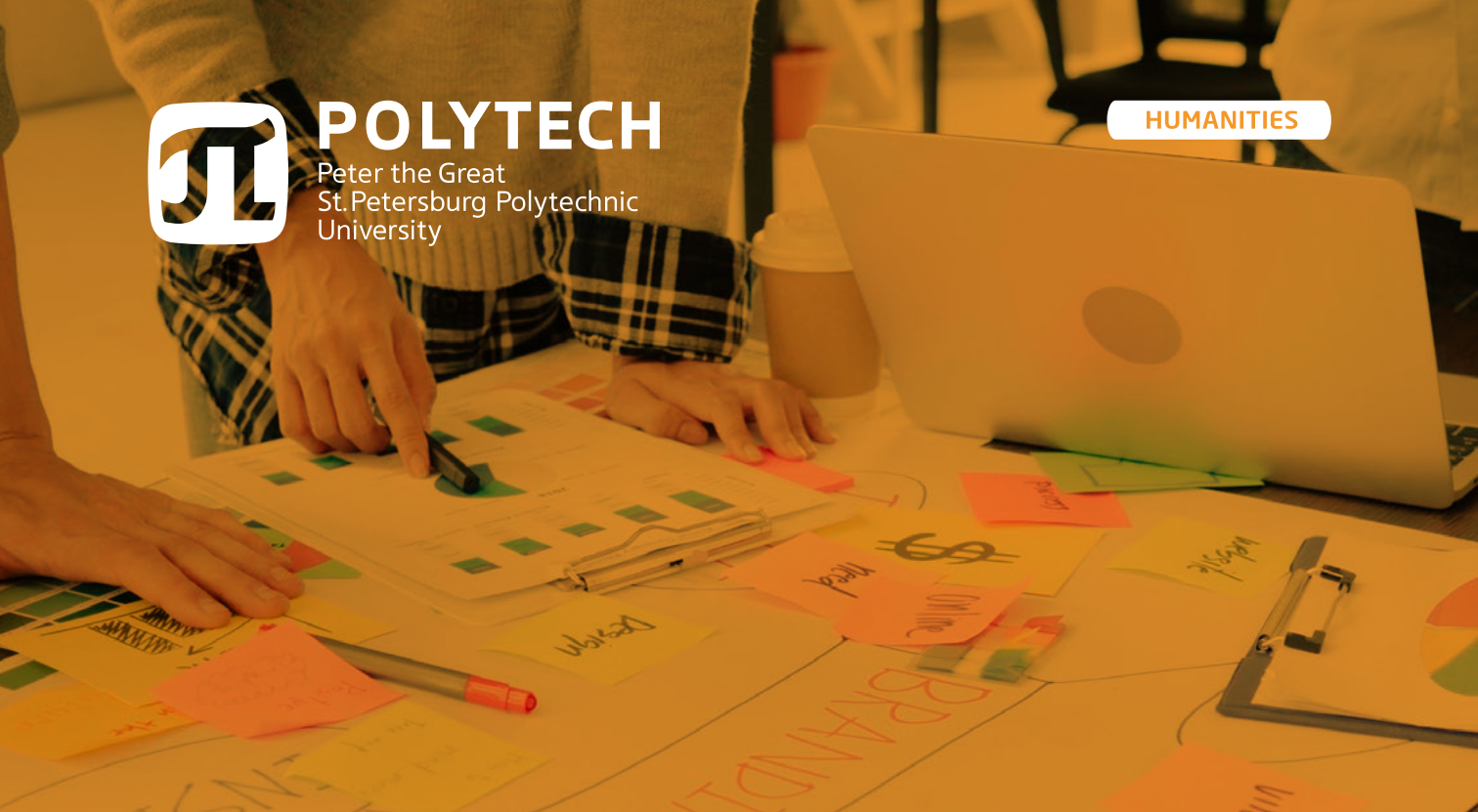




**POLYTECH**

Peter the Great  
St. Petersburg Polytechnic  
University

HUMANITIES



## ADVERTISING AND PR IN INTERNATIONAL COMMUNICATIONS



**PROGRAM NAME:** Advertising and Communications in the International Sphere

**AWARD:** Master Degree

**MODE OF STUDY:** full-time

**COURSE DURATION:** 2 years (4 semesters)

**PROGRAM OUTLINE:** The Master's degree program focuses on the study of international advertising, mass media and communication and aims to develop the skills needed to identify, attract and influence the audience in the digital age. The program allows students to immerse themselves in a balanced combination of relevant research topics and theoretical foundations, including strategic communication and multicultural environment, international brand management, audience analysis, interaction strategy, media content and effects, data analytics. Special attention is paid to advertising and PR in network communications, as well as visual and integrated communications. In the course of studies students also develop critical analysis, creativity and communication skills, which will allow them to take leadership positions in the professional field and prepare themselves for further postgraduate studies.

### CURRICULUM (GENERAL MODULES):

MODULES	ECTS
History and Methodology of Science	3
Digital Resources in Scientific Research	3
Foreign Language in Professional Activities	3
Scientific research methods	6
Current global trends in the communications industry	3
Communications management	6
Advertising and PR Technologies	6
Strategic communications in the international sphere	9
Media communications in international relations	3
Visual communications	3
Network Communications Advertising	3
International brand management	6
Interpreting and presenting research results	3
Creative technologies in international communications or Critical thinking and decision-making	3
Educational Foresight or Career Adaptability	5
Project-based practice	11
Scientific research work	11
Professional and creative practice	15
Undergraduate practice	9
Thesis	9
Total	120

**ENTRY REQUIREMENTS:** Bachelor's, Specialist's or Master's degree in any field is required / English language proficiency - B+ (CEFR B2) / Exam Test in a relevant field of studies (Advertising and PR and Marketing)

### POSSIBLE JOB POSITIONS:

- Analyst of international mass media
- Advertising and public relations specialist
- Public relations manager
- International communications specialist
- Media entrepreneur
- Researcher and university professor

### PARTNERS:

- International Public Fund for Culture and Education, St. Petersburg
- Russian Public Relations Association
- Advertising and Information Agency "RIA FARTUNA" LLC
- Saint Petersburg's newspaper "Delovoy Petersburg"

