

Advertising and communications in the international sphere (in English)

Peter the Great St. Petersburg Polytechnic University

Degree or qualification is awarded: **Master's degree**

Language of study: **English**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **yes**

Price:

Programme webpage at the university website:

<https://english.spbstu.ru/education/programs/programs-in-english/master-s-degree/advertising-and-communications-in-the-international-sphere/>

The aim of the program is to train advertising and PR professionals with knowledge of new media technologies, advertising, public relations, including media content creation and management technologies, and capable of organizing full-cycle advertising and PR projects in the field of international cooperation and international marketing communications.

Key competencies and skills

- integration of international experience of professional community representatives, foreign lecturers (with PhD degree) in program implementation makes it possible to learn about current trends in the design of international communication projects, as well as effective models of strategic management of international relations using modern communication technologies and tools;
- students will be able to test advertising and communication projects in the international sphere on the modern equipment of the "Center for Sociological Research and Digital Communications" training laboratory at Higher School of Media Communications and Public Relations;
- students of the program can be trained in international exchange programs, European scholarship program Erasmus+.

Specializations within this programme