

42.03.01 ADVERTISING AND PUBLIC RELATIONS

The subjects studied include the fundamentals of communication theory, sociology of mass communications, theory and practice of mass information, fundamentals of integrated communications, fundamentals of management, fundamentals of marketing, etc. Students undergo practical training in full-cycle advertising agencies, marketing companies, and PR departments.

Where will they teach?

"Advertising and Public Relations" is one of the areas of study at the Faculty of Economics, Management and Information Technology of USTU.

Duration of study: 4 years 6 months.

The number of places under the agreement for the provision of paid educational services for part-time and part-time education is 25.

What will they teach?

- Manage and organize the work of the press service, advertising campaign
- Promptly plan and exercise control in the field of advertising and public relations
- Create advertising products
- Distribute advertising
- Create a highly efficient human resource management system

What job?

Advertising specialists conduct market research, devise and implement advertising campaigns in the media and on outdoor media. They create commercials and come up with slogans. The task of public relations specialists is to establish effective communications between the employer (government or commercial structure, public figure) and society. They write appeals for the press (press releases) and partners (digests), organize interviews, think through elements of corporate culture, etc.

Future Professions

- Advertising and Public Relations Manager
- Specialist in advertising or PR agencies
- Brand manager
- Press Secretary
- Copywriter
- Speechwriter
- Marketer
- Communications researcher

Prospects

Salaries in PR and advertising are approximately the same. A graduate can expect to work as an advertising agent (the most common vacancy on job sites), PR manager, copywriter or rewriter .