

List of subjects for “Advertisement and public relations” field of study

1. Russian language and speech culture
2. Foreign language
3. History
4. Cultural science
5. Psychology
6. Sociology
7. Philosophy
8. Economics
9. Business planning
10. Jurisprudence
11. Enterprise economics
12. Life safety
13. Management basics
14. Marketing basics
15. Mathematics and statistics
16. Computer technology in professional activity
17. Computer technology and computer science
18. Marketing research and swot analysis
19. Culture and art history
20. Business communication
21. Media research and media planning
22. Development and technology of advertisement and PR-product production
23. Integrated communications basics
24. Copywriting
25. Advertisement and public relations – theory and practice
26. Activity management of advertising services and public relations offices
27. Mass information theory and practice
28. Communication studies
29. Physical education
30. Mass communication sociology
31. Information technology in visual communication
32. Design in advertisement and public relations
33. Applied physical education
34. Human resources management
35. Motivation and workfare
36. Management theory
37. Public relations in government bodies
38. Branding
39. Image making in advertisement and public relations
40. Non-traditional media in advertisement and public relations
41. Event management
42. Commercial directing
43. Screenwriting
44. Photographics
45. Typography
46. Education internship (internship for getting primary professional skills, including skills for research)
47. Production internship (internship for getting professional skills and experience in the field of study)
48. Production internship (pre-diploma practice)
49. State exams
50. Elementary mathematics