



Advertising and public relations

Field of professional activity:

- ❖ mass media;
- ❖ publishing houses;
- ❖ printing associations (multimedia, printing, television and radio broadcasting companies);
- ❖ press services;
- ❖ advertising and PR agencies;
- ❖ departments of advertising, public relations, marketing.

Graduates can hold the following positions:

- press secretary;
- journalist;
- advertising and public relations specialist;
 - corporate website editor;
 - image maker;
 - web designer;
 - smm manager;
 - art director;
 - marketing specialist;
 - photojournalist;
 - event organizer;
 - advertising artist.

Our partners are companies for employment and internship:

- Rostov Regional branch of the Union of Journalists of Russia;
 - Euro Media publishing house;
 - Don 24 News Agency;
- press service of the North Caucasus District Military Court;
- Corporate Communications Service of the North Caucasus Railway.

In the course of training, the following will be studied:

- ✓ Theory and practice of public relations
- ✓ Theory and practice of mass media
- ✓ Theory and practice of advertising
- ✓ Fundamentals of media production
 - ✓ Image-making
- ✓ Organization and promotion of QMS on the Internet