



BUSINESS COMMUNICATION MANAGEMENT

MASTER'S PROGRAMME DEGREE



PROGRAM ADVANTAGES

- ✓ Formation of professional competencies that meet the requirements of educational and professional standards and take into account the development trends of the modern advertising and PR market.
- ✓ Lectures are held by recognized experts, candidates and doctors of sciences.
- ✓ Practical disciplines are conducted by invited experts with vast experience in communication agencies and communication departments of large Russian and Western companies.
- ✓ Thanks to the international study group, each student builds his/her own network of professional international contacts at the university.
- ✓ An individual approach to each student, obtaining high-quality professional competencies, getting to know market leaders at off-site events – all this increases the chances for employment in leading agencies.
- ✓ Graduate students have an opportunity to continue their studies in postgraduate and doctoral studies and receive a scientific degree, PhD diploma.
- ✓ Opportunity to participate in student exchange programs with partner universities.



STUDYING PROCCESS

120 credits.

Starting from the first days there is an intensive immersion in the profession. Students study the full range of integrated marketing communications, the current state of the market of communication services in Russia and abroad, strategies and technologies for forming public opinion, image and reputation, the secrets of election campaigns, crisis management, and Internet promotion tools.



NETWORK MEDIA

- Technical background of the digital revolution.
- Internet communication channels by function.
- Audience 2.0.
- Definitions and description of sites.
- Social networks.
- Blogs.
- Social networks for corporate purposes.
- “Stuffing” information.
- Raising agents of influence and “brand advocates”.
- Applied and marketing research.
- Success stories.
- Basic Reputation Management Techniques.



MEDIA ECONOMICS

- Business planning and media product.
- Analysis of the environmental factors of the media enterprise.
- Analysis of the Internal environment of the media company.
- Prices and pricing in the media industry, market requirements and production volumes.
- Promotional products and media services.



HISTORY AND THEORY OF MEDIA

- The historical origins of the authoritarian theory of the press (Plato and Machiavelli).
- Authors of the late Middle Ages and the New Age.
- Libertarian theory of the press.
- Cinema in the modern concept of libertarianism.
- Theory of social responsibility of the press.
- Negative and positive freedom.
- Press and the government.
- Dialectics of social relations and historical determinism.
- Modern media.



PLANNING AND IMPLEMENTATION OF ADVERTISING AND PUBLIC RELATIONS CAMPAIGNS

- The phenomenon of public opinion.
- PR as a phenomenon, as a science and practical activity.
- Methods of influencing public opinion.
- Image as a communicative code of a PR-impact object.
- Features of the organization of public relations of public authorities in the Russian Federation.
- Organization and holding of PR events.
- Types and peculiarities of PR texts.
- Methods for creating informational occasions.
- Psychological features and aspects of the professional activities of the staff of the PR departments.
- Methods for assessing the effectiveness of PR – state and commercial activities.



POLITICAL COMMUNICATIONS

- Political Management.
- Political Marketing.
- Political PR as a technology.
- Politics as an information activity.
- Differentiation of advertising genres depending on the nature of communication and the communication channel.
- Creating text and design for political advertising.
- Manipulation in political advertising.



STUDENTS FEEDBACK



MIKHAIL AKOPYAN (GEORGIA)



Studying for Master's degree at the Peoples' Friendship University of Russia with a specialization in Business Communication Management in the direction "Advertising and Public Relations" is an important stage in my life. Having received my Bachelor's diploma at another university before, I decided to continue my studies with the aim of deepening and expanding my knowledge in the professional field. Two years in the status of a graduate student of the Department of Mass Communications of the Philological Faculty were by no means easy, but very interesting, intensive and fruitful.

The Master's program is designed so that you can look at advertising and PR from different scientific points of view, conduct your own research in this area, and learn how to apply new knowledge in practice. Today, the skills acquired during these years help me a lot in my work and in my life. ”



YONATAN SHKOLNIK (ISRAEL)



I can say that I was surprised by the high level of education in the Master's program in Business Management Communications at the Faculty of Philology of RUDN University. Many of the lectures reacted to us, students, as if it were their personal project, and helped us in preparing for professional contests, advised us on all issues and, of course, helped us in writing our dissertation. In general, graduate studying at RUDN University is an interesting experience with which you can significantly expand your horizons and make new acquaintances and opportunities. ”



MARGARITA MIRNENKO (UKRAINE)



At the moment I am a student of the master's program "Business Communication Management". During education I gained quite a lot of experience related to the organization of research and project work. Participating in various projects, I gained professional competencies not only at the level of theoretical knowledge, but also at the level of practical skills in advertising and PR. ”



HEAD OF THE PROGRAMME

ROMAN A. SAVASTENKO



PhD in Philological Sciences, Deputy Dean of the Faculty of Philology for full-time and part-time courses, associate professor of the Department of Mass Communications of the Faculty of Philology.

RESEARCH INTERESTS:

journalism, PR, political PR, history of PR, modern media systems, visual communication, digital media.

Author of scientific articles in peer-reviewed Russian and foreign scientific journals (Higher Attestation Commission, SCOPUS, Web of Science).

Repeatedly participated in round tables on relevant topics in the Central House of Journalists. Roman A. Savastenko is the Member of the Expert Council of the Public Relations Development Prize RuPor over the past few years has been a member of the editorial board of the information and analytical professional journal for public relations specialists "PR Service".