



**COMMUNICATION THEORY
AND INTERNATIONAL PUBLIC RELATIONS (PR) –
TRILINGUAL INTERNATIONAL RELATIONS
(IMPLEMENTED TOGETHER WITH THE ROMAN CATHOLIC UNIVERSITY
OF LILLE, FRANCE)**

MASTER'S DEGREE PROGRAMME



ADVANTAGES

- 
Double Degree Programme. The collaboration with the Lille Catholic University will enable you to receive two Master's degrees – at RUDN University and the Lille Catholic University. Students who spend one year at the Lille Catholic University would be eligible to graduate with the Lille Catholic University Master's degree, specialization: "Trilingual International Relations".
- 
Cross-cultural and Interlingual Communication. Your expert knowledge of three foreign languages (English, French and Spanish) and understanding of how a language works and how we communicate will give you a solid foundation for many careers. You will have an opportunity to study with native speakers of French and international students, which leads to full immersion in the language culture.
- 
Interdisciplinary Curriculum. You will study cross-cultural communication, international relations and marketing, advertising, PR, which will enhance your strategic, practical and core skills and foster your personal as well as your further professional development.
- 
Individual and Group Projects (Project Yourself). You will develop the experience required to successfully initiate, drive and manage creative projects and businesses in the areas of cross-cultural relations and publishing in France and Russia.
- 
Implementing knowledge into practice. Business games will stimulate your critical thinking skills and enable you to become a uniquely skilled problem-solver. Students' internship is conducted at top international companies in the EU.
- 
Scientific Research Activity. Your international experience will give you access to expert guest speakers and opportunities to take part in real-world advertising projects, various international conferences, exhibitions, presentations. Your constant collaboration with eminent researchers will help you prepare and present two Master's theses – in French and English.
- 
International Relations and Career Opportunities. You will be eligible to take part in student mobility programmes – Erasmus+, student exchanges, Summer and Winter Schools. The combination of expertise in cross-cultural communication and languages will make you a unique specialist for top multinational corporations and diplomatic missions.



CURRICULUM

120 ECTS Credits

Lectures, seminars, practical training, pre-graduation internship



COMMUNICATION STRATEGY

- Strategic thinking in communication, relevant and effective communication tools.
- Interaction of the consumer and a particular brand based on a study of brand positioning.
- The main components of a company's communication strategy.
- The analysis and creation of a competitive product strategy developed by the professor of the Lille Catholic University, Yv Davroux.



HUMAN RESOURCES MANAGEMENT

- Frequent problems in HRM analysis.
- Principles of good teamwork.
- Improving public-speaking skills.
- Development of critical abilities and ability to look objectively at situations.



STRATEGIC MARKETING

- The concept and role of strategic marketing.
- The market situation in France and in the EU countries.
- A strategic plan development taking into account three main aspects: segmentation, targeting and positioning.



E-BUSINESS AND WEB 2.0

- The role and advantages of creating and developing a product / service / a store / a company on an online platform.
- The role and interconnection of the Internet and E-business.
- The advantages and disadvantages of E-business.
- The legal basis of E-business (online business).
- Adobe Photoshop, Adobe Illustrator, Adobe InDesign.



INTERNATIONAL LOGISTICS

- Logistics and its components.
- Ways to optimize supplies.
- Design, planning, control and monitoring of the international supply chain.



BUSINESS ENGLISH

- Presenting, attending meetings, telephoning, negotiating and socializing in a business context.
- Norms of speech etiquette.
- Efficient business communication performance markers.
- Types and structure of business letters, e-mails.
- Annotations, CVs.



SPEECH PATTERNS IN SOCIETY (THE FIRST AND SECOND FOREIGN LANGUAGES)

- Translation profession and a PR-manager career.
- The country of the studied language and Russia: geography, political and economic systems.
- Modern business in the country of the studied language and Russia.
- Current issues of society.
- Current world development trends and issues. Language policy.
- Mass media.



GENERAL LINGUISTICS AND HISTORY OF LINGUISTIC STUDIES

- Language and thinking.
- Linguistic universals.
- Language and speech, speech communication.
- Text, hypertext.
- Principles and methods of scientific activity.
- The development of linguistic studies in the world.



COMPUTER-BASED TECHNOLOGIES IN LINGUISTIC STUDIES

- Methods of language modelling in computer linguistics.
- Automatic processing of written text. Text synthesis.
- Applied lexicology and lexicography.
- Information search.
- Machine translation systems.

STUDENT'S REVIEWS

ALEKSANDRA SUDAKOVA, RUSSIA

“ The Master's double degree programme, which RUDN University in collaboration with Lille Catholic University put into practice, is the best thing that could have happened to me!

When I was in my last year at RUDN University I started looking for a Master's double degree programme which could let me not only improve my language skills but also would give me an opportunity to practice them in different spheres.

This International double degree programme “Communication Theory and International Public Relations (PR) – Trilingual International Relations” drew my attention. I saw a lot of advantages that I could get. First of all, it's a great chance to study abroad and get two official documents (International French Diploma and Russian Diploma) which could help me to find a great job both in Russia and in France. Secondly, I could master business communication techniques, intercultural communication, international business and PR technologies and also could see how all the techniques are implemented and work in France. Thirdly, it's an excellent way to get acquainted with French culture.

During the studying every subject was full of practical advice and exercises. Highly qualified professors helped us to develop a lot of useful skills, for example how to elaborate a communication and advertising plan for a product, how to conceive and implement a communication strategy for a company, how to negotiate with foreign partners, suppliers and customers. Together, we were discussing the global policy of internal and external communication.

While studying at RUDN University, we worked for framework companies and dealt with the communication, advertising, sales, public relations and campaign strategies. We created different PR-campaigns for well-known companies. We organized conferences where we could show our projects and “sell” great ideas of promoting new products that could help the company gain a foothold on the market.

Moreover, I have to mention that after the first year of studying there was a 5-month internship that enhanced the benefits of this programme and the knowledge I got.

Nowadays the sphere of international communication and negotiations is on the top because it brings together other spheres of our life. This programme gives all opportunities for your self-realization. After graduating from RUDN University and the Lille Catholic University you can work in the spheres of international marketing, business communication, events agencies, advertising agencies, creation of websites, web marketing, public relations and management.

I hope the Institute of Foreign Languages will create double degree PhD programmes. ”



HEAD OF THE PROGRAMME

NATALIIA SOKOLOVA



Director of the Institute of Foreign Languages of RUDN University, PhD in Philology, Professor, Head of the Department of Foreign Languages in Theory and Practice, Academician of International Teachers' Training Academy of Science.

Chairman of the Organizing Committees of regular international conferences and Chief Editor of the Proceedings.

HONOURS AND AWARDS

Honourary Worker of Higher Professional Education of the Russian Federation, Peter the Great Medal "For Merit in the Field of Education", Gold Medal "Laureate of the All-Russian Exhibition Center", Honourary Diplomas of the Rectorial Administration and the Academic Council of RUDN University, Veteran of Labour, Veteran of RUDN University, The Certificate of Honour and the Medal "For Education Development" of UK Academy of Education.

AREA OF EXPERTISE

- Theory and Practice of Intercultural Communication, Speech Etiquette, Text Linguistics, Linguistics and Information Technologies, Foreign Language Teaching Methods, Pedagogy, Psychology, Practical PR, Modern Languages, Linguistics, Education, Digital Linguistics, Smart Linguistics.
- Author of more than 190 scientific papers, including monographs, multimedia course books, study guides, training programmes, research articles indexed in Web of Science, Scopus (Q1- Q2) and other international citation bases.
- Recipient of grants from Russian and foreign scientific foundations for conducting research and organizing scientific events.