

**Division:** *Institute of Media, Social Sciences and Humanities*

**Academic programme:** *42.04.01 Advertising and Public Relations, major in Strategic Communications and Branding*

**Mode of study:** *full-time and part-time*

**Programme length:** *2 years*

**Programme level:** *Master's degree*

**Language of instruction:** *Russian*

**Programme description:** *This academic programme meets the modern demands of the communication market, which needs specialists in the field of strategic communications, management of the processes of development and implementation of big communication programs and projects in politics, business, and territory promotion. The market also needs specialists capable of achieving stretch objectives in the fields of branding, public relations and advertising. This programme offers an in-depth studying of the profession-related practices of the relevant subdivisions of communication agencies and big corporations.*

*Graduates, who have mastered this programme, can: manage the fulfilment of professional duties in the fields of brand management, advertising and public relations in social sphere, in politics, and economics; control the processes of strategic planning, preparation, creative elaboration and implementation of communication programs and events, and ensure their quality and effectiveness; determine strategic goals and manage the design, planning, preparation and implementation of communications campaigns and events; develop effective strategies and form the policy of crisis management communications at an enterprise, including campaigns on developing a brand concept and rebranding, and promptly making decisions in crisis situations.*

*In the course of the research and internship, Master's degree students get an opportunity to gain the required experience directly at work places of communications specialists at relevant subdivisions of communication agencies and big corporations. Students write research papers as part of project-based learning programs of the SUSU Department of Journalism, Advertising and Public Relations, participate in big Russian and international conferences and forums, and present their projects at the profession-related contests on PR and advertising. Students also take part in the organization of the SUSU's research events.*

*Main fields of research: strategies of communications campaigns of big corporations; online and offline communications; strategic branding campaigns; branding of territories; strategic communication projects in the Internet space.*

*Organisations, where graduates can work: big corporations, central and local authorities; media holdings; communication agencies; research agencies and organisations (research activity).*

**Main programme-specific classes:**

- *Strategic Planning of Brand Communications*
- *Strategic Communications Management*
- *Storytelling and Copywriting in Strategic Communications*
- *Communications Consulting*
- *Global Branding*
- *Media Relations*
- *Creation of Brand Brief and Brand Design*
- *Web Design and Website Content Management*
- *Intercultural Communication and International Public Relations*
- *Brand Communications Management in Media Environment*
- *Media Production Technologies*

**Programme manager:** *Lidiya K. Lobodenko, Doctor of Sciences (Philology), Professor of the Department of Journalism, Advertising and Public Relations, Director of the SUSU Institute of Media, Social Sciences and Humanities, member of the Association of Public Relations Teachers, member of the National Association of Mass Media Researchers.*