

# **PROGRAM “Digital technologies in advertising and public relations”**

## **BENEFITS OF THE PROGRAM**

The program "Digital technologies in advertising and public relations" (Russian-taught) provides the necessary skills for successful work in the field of advertising and international marketing, is aimed at integrating the practice of advertising and international experience in promoting goods and services in the modern economy. Students get a unique opportunity to master digital technologies, Internet marketing, neuromarketing methods as part of an educational program. The training focuses on training professionals in the development of digital advertising and PR products with knowledge in the field of global marketing, economics, creative disciplines and management of digital advertising agencies. In the course of preparation, the student gets acquainted with such disciplines as: "Technologies for the production of an advertising product", "Neuromarketing", "Anti-crisis PR", "International Marketing", "Digital Marketing", "Performance Marketing", etc., which are designed to form the professional competencies of an advertising and PR specialist in working on digital communication platforms.

## **COMPETITIVE ADVANTAGES OF THE PROGRAM**

- Knowledge of the modern way of working with digital communication tools
- Using WEB analytics tools in the advertising and PR environment
- Realization of creative functions, visualization of creative ideas in the field of marketing and social communications in the Digital sphere
- Hands-on learning experiences
- Planning of advertising and PR campaigns

## **JOB OPPORTUNITIES**

The program “Digital technologies in advertising and public relations” provides an excellent preparation for a range of advertising, public relations and media careers. Our graduates have a universal basis for choosing the following professions: Creative Director, Digital Strategist, Copywriter in the Digital sphere, International Marketer, Advertising Designer, Art buyer, Digital Project Manager, BTL Director (Manager), Key Account Manager, Media Planner, Media buyer, Strategic Planner, Marketing

manager, PR manager in the Digital sphere, media and special projects, marketing research specialist, brand manager.