

061 Journalism (Public Relations)

MA Study Programme

<u>№</u>	<u>Discipline</u>	<u>Credits</u>	<u>Semester</u>
1.	Professional communication in foreign language	4	1
2.	Culture and communication	4	1
3.	Intellectual Property Protection	4	1
4.	Journalist studies	4	1
5.	Information management	4	1,2
6.	Strategic management of information activities	4	2
7.	Advertising and PR Management	4	3
8.	TV and radio communication management	4	3
9.	Corporate communication	4	2
10.	Infosphere analytics	4	2
11.	Modern digital communication	4	2
Ad printing services specialty on choice			
12.	Дизайн студії	6	1
13.	Інновації в рекламі	6	2,3
14.	Друкована рекламна продукція	7	2,3
15.	Електронні рекламні видання	4	3
Press secretary and public communications specialty on choice			
16.	Journalistic standards and professional security	6	1
17.	Modern media text	7	2,3
18.	Multimedia projects	6	2,3
19.	Innovation in communications	4	4

