



College of Communication and Public Relations

Academic programs in English 2016

1. **MA program Communication and Advertising.**
2. **MA program Communication and EU Affairs.**
3. **MA program Project Management** (accredited PMI). It is the first MA program in Project Management in Central and Eastern Europe receiving the PMI accreditation by **PMI Global Accreditation Center for Project Management Education Programs** (PMI GAC). Since 2012, this MA program is affiliated to **Academic Network Student Membership Program**.

List of courses taught in English

Autumn courses – A

Spring courses – S

The list is updated every year mid September

MA program	Autumn/Spring	Title	ECTS
Communication and Advertising	A	Mass media and society	10
		Marketing and branding	7
		Theory of communication	8
		Fundamentals of Advertising	10
		Advertising I	7
		Culture and Communication	8
		Research Methods	10
	S	Public Relations	7
		Political Communication	7
		Advertising II	8
Organizational communication		7	
Social Psychology of Advertising		8	
Communication and EU Affairs	A	Globalization and European Integration	10
		Communication for EU-funded Programs and Projects	10
		Introduction to EU Economic Governance	10
		Euroscepticism and the future of the European Union	10
		Public Opinion in the EU	10
		Research Methods and Techniques	10
	S	European Policies, Programmes, and Negotiation Mechanisms	10
		European Media and the Public Sphere	10
		Design and Implementation of EU Communication Campaigns	10
		Communication Case Studies	8
Project Management	A	European Lobbying and PR Practice	7
		Globalization and European Integration	10
		Project Management I	10
		Project Team Management	10
		Evaluation and Auditing Techniques in Projects	10
		Communication Mechanisms for EU-funded Programs and Projects	10
Research Methods and Techniques	10		

	S	Project Management II	10
		Design and Implementation of EU-funded Projects	10
		Strategic Management	7
		Risk Management	6
		Project Management Software	10
		Design and Implementation of Research Projects	6

Note: Autumn courses (A) start from 1st October till middle of February;

Spring courses (S) start from middle of February till end of June (exam session included for both semesters).