



College of Communication and Public Relations

Academic programs in English 2019/2020

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**.
4. **BA program Communication and Emerging Media**

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	8
		Fundamentals of advertising	7
		Introduction to Marketing	7
		Research methods	8
		Social media and civic participation	7
		Culture and communication	8
		Marketing and branding	7
		Advertising I	7
		Theory of communication	8
	S	Psychology of advertising	8
		Public Relations	7
		Argumentation Theory	8
		Advertising II	8
Visual in Advertising		7	
Communication and EU Affairs	A	Globalization and European Integration	8
		Communication Theory	7
		Design and implementation of EU-funded projects	7
		EU Policies and Policy - Marketing	8
		Introduction to EU Economic Governance	8
		Research Methods and Techniques	7
		Media and the Eastern Europe	8
		Leadership and Projects team management	7
	S	Public Communication in the European Union	8
		Europeanization in Central and Eastern Europe	7
		European identity. Theoretical approaches and empirical insights	8
		Public Opinion in the EU	7
		EU Communication Case studies	8
European lobbying and PR Practice	7		

Project Management	A	Design and implementation of EU-funded projects	7
		Globalization and European integration	7
		Project Management I	8
		Monitoring and Performance Indicators	7
		Design and implementation of research projects	8
		Research methods and techniques	7
		Leadership & Project team management	7
		Risk management	8
	S	Strategic management	8
		Project Management II	8
		Project management software	7
		Leadership and Project team management	7
		Project Evaluation and audit	7
		Design and implementation of research projects	8
New Project Management Methodologies: Agile and Scrum	7		

Communication and Emerging Media	A	Communication Theory	5
		Academic writing	4
		E-business and digital marketing	4
		Global communication campaigns	4
		History of Communication	5
		Introduction to Public Relations	5
		English for communication	4
		Critical thinking	3
	S	Introduction to audio-communication	6
		Advertising	7
		Social psychology of communication	6
		Public speaking	6
		Events management	5

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).