



Academic programs in English 2021

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 and Techniques	8
		Culture and communication	8
		Marketing and Branding	7
		Advertising I	7
	S	Communication Theory	8
		Social Psychology of Advertising	8
		Global Competition and Strategic Communication	7
		Public Relations	7
		Argumentation Theory	8
Communication and EU Affairs	A	Advertising II	8
		Visuals in Advertising	7
		Globalization	8
		Communication Theory	7
		Design and implementation of EU-funded projects	7
		EU Policies and Policy Making	8
		Leadership & Project team management	7
		European Media and the Public Sphere	8
	S	Introduction to EU Economic Governance	8
		Research Methods and Techniques	7
		Public Communication in the European Union	8
		European identity. Theoretical approaches and empirical insights	8
		Public Opinion in the EU	7
		Global Competition and Strategic Communication	8
	Nation branding. Communication in international environments	7	
	European lobbying and PR Practice	7	

Project Management	A	Design and implementation of EU-funded projects	7
		Globalization	8
		Project Management I	8
		Presentation Skills for Project Managers	7
		Research Methods and Techniques	7
		Monitoring and Performance Indicators	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
		Projects' Evaluation and Audit	8
		Design and Implementation of Research Projects	8
Agile Project Management	8		

Communication and Emerging Media	A	Communication Theory	5
		Academic writing	5
		E-business and digital marketing	5
		Global communication campaigns	5
		Introduction to Public Relations	5
		English for communication	5
		Critical thinking	5
		Mass media and society. Emerging media	7
		Communication and creative industries	7
		Research methods in communication sciences	6
		Digital writing	5
		Strategic communication	7
		Innovation management and new product development	6
		Crisis communication	6
		Public relations in digital media	6
		Communication on mobile devices	5
		Multimedia production and editing	5
		S	Introduction to audio-video communication
	Advertising		6
	History of communication. Topics in the History and Philosophy of Social Sciences		4
	Social psychology of communication		6
	Public speaking		5
	English for communication		4
	Events management		4
	Consumer behavior in the digital context		6
	Branding through social media		6
	Technologies for digital media/ Web Design		6
	Project management		7
	Semiotics in the new media		5
	Digital literacy	5	
Social media and civic participation	5		
Globalization and digitalization	7		
Thesis Writing Tutorial	6		
Visual communication	7		
Digital storytelling	5		
Working in digital media teams	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.