



Master - PR & Advertising

Course CODE	Course Title	ECTS credits
1st YEAR/1st semester		
UME5101	Research Methods in PR and Advertising	6
UME5102	Types of Advertising Discourse	6
UME5103	Advertising	6
UME5104	Theories of Communication	6
UME5108	Public Relations	6
1st YEAR/2nd semester		
UME5206	Strategic Communication Management	6
UME5205	Social Psychology	6
UME5207	Media Systems	6
UME5210	PR Practice	3
UME3100	Multimedia projects	3
UME3180	Communication in virtual communities	3
UME5209	Mythical Structure in Advertising Language	6
2nd YEAR/1st semester		
UME5312	BTL Instruments	7
UME5313	Internal Corporate Communication	7
UME5314	Creative Thinking in Pr and Advertising	7
UME5315	Practica/ Advertising Practice	3
UME5316	On-line Advertising and PR	6
2nd YEAR/2nd semester		
UME5417	Research Seminary in PR and Advertising	7
UME4418	Advertising and Cultural Studies	8
UME5320	PR and Advertising Students Career Orientation	8
UME5319	Advertising in Written and Outdoor Press	7