



Academic programs in English 2024-2025

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. **MA program Digital Communication and Innovation**
5. **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
		Communication Theory	7
		Research Methods and Techniques	8
		Marketing and Branding	8
		Advertising I	7
		Making Media: Filming, Editing and Design	7
		Culture and communication	8
	S	Social Psychology of Advertising	8
		Promotion strategies for e-business	7
		Public Relations	7
		Argumentation Theory	8
		Advertising II	8
Communication and EU Affairs	A	Visuals in Advertising	7
		Globalization and digitalization	8
		Communication Theory	7
		EU-funded programs and projects	7
		EU Policies and Policy Making	8
		Leadership & Project team management	7
		Public Communication in the EU	8
		Introduction to EU Economic Governance	8
	S	Research Methods and Techniques	7
		Media Ethics and Digital Literacy	8
		European Media and the Public Sphere	8
		European identity. Theoretical approaches and empirical insights	8
		Public Opinion in the EU	7
Tackling disinformation and building resilience	7		
European Lobbying and PR Practice	7		



Project Management	A	Entrepreneurship and Innovation	8
		Project Management I	8
		Design and implementation of EU-funded projects	7
		Leadership and Project Team Management	7
		Research Methods and Techniques	7
		Risk Management	8
		Design and Implementation of Research Projects	8
		Monitoring and Performance Indicators	7
	S	Project Management II	8
		Presentation Skills for Project Managers	7
		Strategic Management	8
		Project Management Software	7
		Projects' Evaluation and Audit	8
	Agile Project Management	8	
Digital Communication and Innovation	A	Media Entrepreneurship and Innovation	8
		Digital Media and Marketing	7
		Globalization and digitalization	7
		Brand Identity in Digital Contexts	8
		Research Methods and Techniques	8
		Social Media Listening	7
		Making Media: Editing and Design	7
		Big Data Analytics	8
	S	Media Ethics and Digital Literacy	8
		Theories of Media and Technology	7
		Social Media and Crisis communication	7
		Cyber resilience	8
		Agile Project Management	8
		Tackling disinformation and building resilience	7

Communication and Emerging Media	A	Communication Theory	5
		Introduction to Public Relations	5
		E-business and digital marketing	5
		Academic writing	5
		Critical thinking	5
		Public communication and emerging media	5
		Mass media and society. Emerging media	7
		PR measurement	7
		Research methods in communication sciences	6
		Digital media technologies. Digital design	5
		New technologies in communication and media	7
		Visual communication	6
		Crisis communication	6
		Public relations in digital media	6
		Multimedia production and editing	5
	S	History of communication	4
		Algorithmic studies	5
		Digital Content Production	5
		Advertising	6
		Social psychology of communication	6
		Events management	4



	Consumer behavior in the digital context	6
	Branding through social media	6
	Digital writing	6
	Project management	7
	Digital literacy	5
	Social media and civic participation	5
	Broadcasting	7
	Identifying and Understanding Disinformation in EU Politics and Society	7
	ChatGPT Prompting	5
	Public opinion polling	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.