



Omsk F. M. Dostoevsky State University School of International Business
Bachelor Program "Advertising"

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8
Russian Language and Speech Standards 2 credits	Business Communication 3 credits	Business Rhetoric 3 credits	General English 4 3 credits	Semantics and Semiotics of Advertising 4 credits	English in Professional Communication 3 credits	English in Professional Communication 3 credits	Professional Cycle: Elective 3
History 3 credits	Sociology 5 credits	Humanitarian Cycle: Elective 3 2 credits	Art and Literature 3 credits	Mathematical Cycle: Elective 2 credits	Theory and Practice of Mass Communication 3 credits	Advertising Technologies 4 credits	Professional Cycle: Elective 4
General English 1 2 credits	Humanitarian Cycle: Elective 2 2 credits	History of Advertising and PR 3 credits	IT in Advertising 4 credits	Theory and Practice of Speech Influence 2 credits	Basics of Integrated Communications 5 credits	Professional Cycle: Elective 2	Philosophy 2 credits
Psychology 4 credits	Basics of Economics 4 credits	General English 3 2 credits	Marketing Research and Situation Analysis 6 credits	Theory and Practice of Mass Communication 2 credits	Advertising Technologies 4 credits	PR-Technologies 3 credits	Brand Management 3 credits
Life Safety Studies 4 credits	General English 2 2 credits	Art and Literature 3 credits	Sociology of Mass Communications 4 credits	Psychology of Mass Communication 4 credits	PR-Technologies 3 credits	Advertising Research 4 credits	Performance Evaluation of Advertising and PR 3 credits
Physical Education 2 credits	Physical Education 2 credits	Basics of Theory of Communication 4 credits	Theory and Practice of Mass Communication 3 credits	English in Professional Communication 3 credits	Copywriting 3 credits	Media Research and Media Planning 4 credits	Translation of Advertising Copy 3 credits
Humanitarian Cycle: Elective 1 2 credits	Russian Language and Speech Standards 3 credits	IT in Advertising 3 credits	Management 4 credits	Consumer Behaviour 5 credits	Speech Techniques 2 credits	BTL-Communications 3 credits	Practical Training 2 credits
Elocution 3 credits	Statistics 4 credits	Marketing 6 credits	Physical Education 2 credits	Physical Education 2 credits	Physical Education 1 credit	Internet Communications 4 credits	Final State Examination 3 credits
Basics of Graphic Design 3 credits	Basics of Graphic Design 4 credits	Physical Education 2 credits	Practical Training 2 credits	Legal Regulations in Advertising and Mass Media 3 credits	Practical Training 2 credits	Practical Training 3 credits	Bachelor Thesis 9 credit
Computer Technologies and IT 3 credits	Computer Technologies and IT 3 credits	Theory and Practice of Mass Communication 2 credits	Humanitarian Cycle: Elective 4 2 credits		Professional Cycle: Elective 1		
Polygraphic Technology in Advertising 3 credits	Polygraphic Technology in Advertising 4 credits	Basics of Integrated Communications 2 credits	Basics of Integrated Communications 2 credits		Organizational Management of Advertising and PR Department 5 credit		
Mathematical Analysis 3 credits							

List of Electives (Professional Cycle):

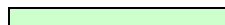
Equity Market (4 credits)
 Economic Growth: Contemporary Challenges (2 credits)
 Legal Environment of Economics (2 credits)
 International Trade (3 credits)
 Customs (3 credits)



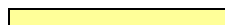
General Education Cycle



Mathematical Cycle



Professional Cycle: Humanitarian Block



Professional Cycle: Specialization Block

According to the RF Ministry of Education Recommendation № 14-52-988 ин/13 dated 28.11.2002, **1 credit** is equal to **36 academic hours**, where 1 academic hour is **45 minutes**.

Program total workload: **240 credits**
 Standard period for program completion: **4 years**