

Київський університет  
імені Бориса Грінченка



# Master's degree program 061.00.02 "Advertising and Public Relations"





# Master's degree program “Advertising and Public Relations”

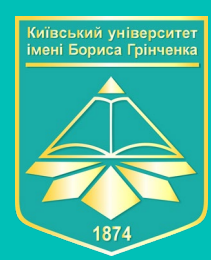
Persons with a bachelor's degree  
are invited:

**Admission Tests:** English Language  
Test & Professional Test

**Term of study:** 1,4 years

**Qualification:** Master of Journalism





# Program uniqueness

1

Practice-oriented training: case studies, workshops, master classes taught by leading experts, round tables and discussions.

2

Highly professional academic staff: leading scientists and practitioners who enrich the educational process with real examples and cases.

3

Individual educational trajectory: during the studying process you will be able to build an individual educational trajectory based on your interests and choose optional courses that will help you to master the interdisciplinary aspects of majors and become a unique specialist in the labour market.

4

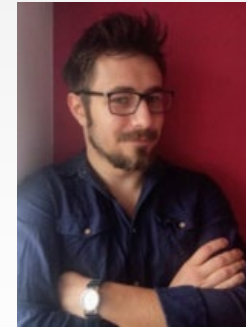
Master's thesis defence in the form of a start-up or innovative project.

# Teaching staff

Doctors of Philosophy &  
Doctors of Science

Practitioners of advertising  
and public relations,  
practicing journalists

Honored Journalists of  
Ukraine



# Creative projects

- Festival of book trailers and promo videos “BookFashion”
- Festival of bloggers “Smart Blog”
- Competition of journalistic creativity “NEW IN MEDIA”
- Grinchenko University Media School
- Festival of creative industries at Grinchenko University





# Practical training centers

- “Astudia” TV Journalism Training and Production Workshop
- “Radio BG” - Radio Training Laboratory
- Training and production workshop “Grinchenko-inform”
- Center for Modern Communications
- Multimedia Technology Center





Thank you!