

Public Relations
 Track 1: Digital PR
 Track 2: Creative PR
 Language: Russian
 Admission year: 2022
 Graduation year: 2025

**3 years
 after school**

Degree:
 Bachelor of Social Knowledge in EP
 "6B03201 - Public Relations"

Accredited by IAAR program accreditation
 Registration No.: AB 3716 from 23 December 2021 to 22 December 2024



Year 1

1 semester	ECTS
Introduction to PR	5
Storytelling	5
Theory and practice of media communications	5
Service Learning	3
Kazakh(Russian) Language 1	5
Foreign Language 1	5
Physical Training 1	4
Total	32

Year 2

3 semester	ECTS
Corporate PR (dual)/Strategic PR (dual)	5
Research in PR (dual)/PR Performance Evaluation (dual)	5
Human rights and civil society/Sustainable Development: Principles and Practice/Management Information System Tools -Spreadsheets	5
Entrepreneurship in Action 1	3
Leadership/Critical Thinking	3
Economy	3
Foreign Language 3	5
Minor course 1	5
Total	34

Year 3

5 semester	ECTS
PR project management (dual)	6
Anti-crisis PR (dual)	6
Political PR	5
Country PR	5
Copyright	5
Multimedia technologies/Event&Art management	5
Minor course 3	5
Total	37

2 semester	ECTS
Brand management in PR (intra-corporate practice)	5
Image and reputation in PR (intra-corporate practice)	5
Music and Art	5
Introduction to Entrepreneurship	3
Design of Life	3
Kazakh(Russian) Language 2	5
Foreign Language 2	5
Total	31

4 semester	ECTS
PR in business	5
Social responsibility in PR	5
Digital promotion/Creativity in PR: promotion tools and technologies	5
New technologies in PR/PR production	5
Research Design	3
Entrepreneurship in Action 2	3
Management	3
Marketing	3
Minor course 2	5
Total	37

6 semester	ECTS
Internship - Practicum on PR (dual)	20
Writing and defence of diploma project / thesis	12
Total	32

Total credits for 3 years of study

240

Track

Digital PR	ECTS
Digital promotion	5
Multimedia technologies	5
New technologies in PR	5
Total	15

Creative PR	ECTS
Creativity in PR: promotion tools and technologies	5
Event&Art management	5
PR production	5
Total	15

Summer semester	ECTS
Information communication technologies	5
Modern History of Kazakhstan	5
Culturology/Psychology	4
Physical Training 2	4
Total	18

Summer semester	ECTS
State. Communications (dual)	5
Modern Communications Service (dual)	5
Philosophy	5
Sociology/Political Science	4
Total	19

General module	26
AlmaU module	65
Minor	15
Profile module	102
Internship, Thesis-Project	32
Total	240