

<p style="text-align: center;">Area of study:  <b>38.04.02 Management</b>  Program  <b>Political Management and PR-Technology</b></p> <p>Degree: Master  Program length and study mode: Full-time, 2 years  Language: Russian  Credits: 120  Start date: September 2020  Location: Institute of Management in the Economic, Environmental and Social Systems, SFedU, Taganrog</p> <p>Entry requirements (according to the rules of admission SFedU):</p> <ul style="list-style-type: none"> <li>– Winners and prize-winners of the Olympiad of federal universities for applicants to the magistracy;</li> <li>– Winners and prize winners of the Portfolio Competition;</li> <li>– “The best graduates of the university” (laureates of the medal Yu.A. Zhdanov);</li> <li>– FIEB certificate of participation;</li> <li>– Successfully passed the entrance tests in the Area of study.</li> </ul>	<p style="text-align: center;"><b>Program overview:</b></p> <p><b>Program structure:</b></p> <p><b>Module 1:</b></p> <ul style="list-style-type: none"> <li>–Foreign language of business and professional communication;</li> <li>–Political management;</li> <li>–Party and corporate management;</li> <li>–Comparative political management;</li> <li>–Imagology (in English);</li> <li>–The electoral system of modern Russia;</li> <li>–Effective business Communications (in English).</li> </ul> <p><i>Elective Disciplines:</i></p> <ul style="list-style-type: none"> <li>–Public policy in Western Europe (in English);</li> <li>–Social Policies in Market Economies (in English).</li> <li>–GR -management</li> <li>–PR in the political process - using e-learning on the portal online.edu.ru</li> <li>–Psychology of personal resource management</li> <li>– Innovation Development Technologies</li> </ul> <p><b>Module 2:</b></p> <ul style="list-style-type: none"> <li>–Research work;</li> <li>–Project activity module;</li> <li>–Training practice;</li> <li>–Pedagogical practice;</li> <li>–Graduation practice.</li> </ul> <p><b>Module 3:</b></p>	<p><b>Careers:</b></p> <ul style="list-style-type: none"> <li>– departments and planning committees working with civil society organizations and the media;</li> <li>– Legislative Assembly and city councils;</li> <li>– Office of the Commissioner for Human Rights;</li> <li>– specialists, managers of projects and programs;</li> <li>– specialists in Strategic Planning and interaction with public and private organizations;</li> <li>– trend watchers;</li> <li>– academic science, teaching in higher education institutions.</li> </ul> <p><b>Get in touch:</b>  <b><i>Kazanskaya Alina Yurievna, Ph.D.</i></b>  <i>Associate Professor IMES SFedU.</i></p> <p><i>tel.: +7 (863) 468-44-55</i>  <i>e-mail : <a href="mailto:akazanskaya@sfedu.ru">akazanskaya@sfedu.ru</a></i>  <i>Scopus ID 55928575700</i></p>
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- State exam;
- Defense of graduate qualification work.

**Typical units of study may include**

- Management Economics;
- Organization Theory and Organizational Behavior;
- Strategic analysis and strategic marketing.

**Research areas:**

- Marketing technologies in the Russian model of political management;
- Political management and PR-technologies: state, problems, prospects;
- Modern information and analytical technologies of party management;
- Consulting as a form of analytical support for the process of managing a political campaign.

