DOUBLE MAJOR IN PUBLIC RELATIONS AND AVERTISING DEPARTMENT GENERAL

irst Semester						Second Semester								
Course Code	Course Name	С	L/P	C	ECTS		Course Code	Course Name	C	L/P	C	ECTS		
CMN101	Introduction to communication	3	0	3	5		PRA201	Introduction to public relations	3	0	3	5		
ECON111	Principles of economics	3	0	3	5		CMN108	History of communication	3	0	3	5		
CMN111	History of culture	3	0	3	5		SOC122	Sociology	3	0	3	5		
TOTAL		9	0	9	15		TOTAL		9	0	9	15		
hird Semester	ird Semester						Fourth Semester							
Course Code	Course Name	С	L/P	C	ECTS		Course Code	Course Name	C	L/P	C	ECTS		
CMN208	Political Sciences	3	0	3	5		CMN202	Sociology for communication	3	0	3	5		
CMN217	Communication theory	3	0	3	5		CMN306	Interpersonal relations	3	0	3	5		
CMN201	Social Psychology	3	0	3	5		PRA202	Introduction to business	3	0	3	5		
CMN203	Communication workshop	3	0	3	5		PRA313	Graphic design	1	2	3	5		
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TOTAL		12	0	12	20		TOTAL		10	2	12	20		

h Semester						S	ixth Semester					
Course Code	Course Name	С	L/P	С	ECTS		Course Code	Course Name	С	L/P	С	ECT
CMN303	Research meth.&tech. in soc.sciences	3	0	3	5		CMN311	Research on public opinion	3	0	3	5
CMN310	Law of communication	3	0	3	5		PRA302	Marketing research	3	0	3	5
PRA309	Design of advertisement	3	0	3	5		PRA332	Application of advertising	3	0	3	5
MARK301	Principles of marketing	3	0	3	5		PRA432	Image Management	3	0	3	5
PRA305	Human Resources	3	0	3	5							
CMN330	Presentation Techniques	2	1	3	5							
TOTAL		17	1	18	30		TOTAL		12	0	12	20
enth Semester						E	ighth Semeste	er state sta				
Course Code	Course Name	С	L/P	С	ECTS		Course	Course Name	С	L/P	С	ECT
CMN413	Media ethics	3	0	3	5		Code CMN444	Communication and modernity	3	0	3	5
PRA433	Planning and app.in PR	0	3	3	5		PRA414	Publicity and promotion str.	3	0	3	5
PRA403	Management of ads&PR agencies	3	0	3	5		PRA440	Department project	0	3	3	5
CMN431	Political communication	3	0	3	5		PRA422	Corporate Communication	3	0	3	5
TOTAL		9	3	12	20		TOTAL		9	3	12	20
	TOTAL	Con	tact Hs		Lab/Prac	tice H	ls	Credit	ECT	5		
					9				160			