Bachelor's Degree Program

MANAGEMENT AND DESIGN IN PUBLISHING

The goal of the program is to prepare professionals in information technologies and mass media who would be able to organize the modern technology-based process of creating texts and products in media and carry out management and marketing in various branches of the publishing industry.

Program length: 4 years
Starting date: September, 1st
Language of instruction: Russian
Tuition fee per year: 149,720 roubles (~ 2,023 USD)
Program Leader: Natalia P. Koptseva

Cand. Sc. (Philosophy), Professor, Head of the Department of Culturology and Art History

Prerequisites:

- a document on previous education (certificate of upper secondary education or state diploma of specialized secondary education)
- entrance exams based on the results of the Unified State Exam (USE) in History, Social Studies and Russian
- results of entrance exams conducted by SibFU for certain categories of citizens or persons holding specialized secondary education or higher education

Skills/ objectives:

- Students of Bachelor's program Management and Design in Publishing receive education aimed at the development of competencies in communications, information and communication technologies in the sphere of promoting media products, including press, TV and radio broadcasting, the Web; and mass media, publishing and printing in the field of multimedia, press, television and radio broadcasting

- the publishing industry requires serious professional preparation, knowledge of the main trends in modern publishing business, technologies for creating and promoting products from the publisher to the consumer, professional etiquette, which allows to establish communication links with authors of works, business partners, representatives of government agencies and public organizations

Contacts:

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MANAGEMENT AND DESIGN IN PUBLISHING

CURRICULUM

- Foreign Language
- Philosophy
- History
- Culturology
- Physical Culture and Sports
- Applied Physical Culture and Sports
- Civil protection course
- Concepts of Modern Natural Science
- Aesthetic and Philosophical Teachings of the Ancient World and the Middle Ages
- Aesthetic and Philosophical Doctrines of the New and Modern times
- History and Theory of Literature
- History and Theory of Visual Arts
- History and Theory of Music and Theater
- History and Theory of World Cinema
- History of Domestic cinema
- Theory of Publishing and media
- World and Domestic History of Publishing and Media
- Fundamentals of Publishing
- Marketing and Management of Publishing
- Principles Interaction of Media and Audiences
- Fundamentals of Editing and Editorial Functions
- Types and Branches of Publications
- History of Television
- Marketing Communications in Production
- History of Fine Arts of the XIX - XXI Centuries
- Workshop on Film Studies
- History of Theories of Cinema
- Phenomenology of Cinema
- Audio-Visual Content Editing
- Printed Content Editing
- Specifics of the Economic Functioning of Media
- Legal and Ethical Regulation of the Professional Activity of a Publisher
- Modern Information and Communication Technologies for Publishing
- Production Process and Teamwork
- Social and Cultural Anthropology
- Post-Industrial Society and Its Prospects

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