**Academic programs in English 2025-2026**

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| 1. **MA program Communication and Advertising.** 2. **MA program Communication and EU Affairs.** 3. **MA program Project Management** (accredited PMI). It is the first MA program in Project Management in Central and Eastern Europe receiving the PMI accreditation by **PMI Global Accreditation Center for Project Management Education Programs** (PMI GAC). Since 2012, this MA program is affiliated to **Academic Network Student Membership Program.** 4. **MA program Digital Communication and Innovation** 5. **BA program Communication and Emerging Media** |

**List of courses taught in English**

Autumn courses – A

Spring courses – S

**The list is updated every year mid-September**

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| **MA program** | **Autumn/Spring** | **Title** | **ECTS** |
| **Communication and Advertising** | A | Mass media and society | 8 |
| Fundamentals of Advertising | 7 |
| Communication Theory | 7 |
| Research Methods and Techniques | 8 |
| Marketing and Branding | 8 |
| Advertising I | 7 |
| Making Media: Editing and Design | 7 |
| Culture and communication | 8 |
| S | Psychology of online behaviour | 8 |
| Promotion strategies for e-business | 7 |
| Public Relations | 7 |
| Argumentation Theory | 8 |
| Advertising II | 8 |
| Visuals in Advertising | 7 |
| **Communication and EU Affairs** | A | Globalization and digitalization | 8 |
| Communication Theory | 7 |
| EU-funded programs and projects | 7 |
| EU Policies and Policy Making | 8 |
| Leadership & Project team management | 7 |
| Public Communication in the EU | 8 |
| Introduction to EU Economic Governance | 8 |
| Research Methods and Techniques | 7 |
| S | Media Ethics and Digital Literacy | 8 |
| European Media and the Public Sphere | 8 |
| European identity. Theoretical approaches and empirical insights | 8 |
| Public Opinion in the EU | 7 |
| Advanced strategies in tackling disinformation | 7 |
| European Lobbying and PR Practice | 7 |

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| **Project Management** | A | Entrepreneurship and Innovation | 8 |
| Project Management I | 8 |
| EU-funded programs and projects | 7 |
| Leadership and Project Team Management | 7 |
| Research Methods and Techniques | 7 |
| Risk Management | 8 |
| Design and Implementation of Research Projects | 8 |
| Monitoring and Performance Indicators | 7 |
| S | Project Management II | 8 |
| Presentation Skills for Project Managers | 7 |
| Strategic Management | 8 |
| Project Management Applications | 7 |
| Projects’ Evaluation and Audit | 8 |
| Agile Project Management | 8 |
| **Digital Communication and Innovation** | A | Media Entrepreneurship and Innovation | 8 |
| Media and Technology | 7 |
| Globalization and digitalization | 7 |
| Brand Identity in Digital Contexts | 8 |
| Research Methods and Techniques | 8 |
| Making Media: Editing and Design | 7 |
| Cyber resilience | 7 |
| Big Data Analytics | 8 |
| S | Psychology of online behaviour | 8 |
| Digital Media and Marketing | 7 |
| Social Media and Crisis communication | 7 |
| OSINT for emergent societal challenges | 8 |
| Social media listening | 7 |
| Advanced strategies in tackling disinformation | 7 |

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| **Communication and Emerging Media** | A | Communication Theory | 5 |
| Introduction to Public Relations | 5 |
| E-business and digital marketing | 5 |
| Academic writing | 5 |
| Critical thinking | 5 |
| Social media civic participation | 5 |
| Mass media and society. Emerging media | 7 |
| PR measurement | 7 |
| Research methods in communication sciences | 6 |
| Digital media communication | 5 |
| New technologies in communication and media | 7 |
| Visual communication | 6 |
| Crisis communication | 6 |
| Public relations in digital media | 6 |
| Multimedia production and editing | 5 |
| S | History of communication | 4 |
| AI prompting | 5 |
| Digital Content Production | 5 |
| Advertising | 6 |
| Social psychology of communication | 6 |
| Events management | 4 |
| Consumer behavior in the digital context | 6 |
| Branding through social media | 6 |
| Project management | 7 |
| Ethics in communication. Digital literacy | 5 |
| Broadcasting | 7 |
| Marketing | 5 |
| Identifying and Understanding Disinformation in EU Politics and Society | 6 |
| AI Ethics | 5 |
| Science communication | 5 |
| Public opinion polling | 7 |

*Note*: Autumn courses (A) start from 1st October till middle of February;

Spring courses (S) start from middle of February till end of June.