

# COURSE STRUCTURE

## 2024-11155 Business Administration and Management (Public Relations) (AZ) Master

<b>1</b>						<b>2</b>					
<b>№</b>	<b>Course code</b>	<b>Title</b>	<b>Th</b>	<b>Pr</b>	<b>Ects</b>	<b>№</b>	<b>Course code</b>	<b>Title</b>	<b>Th</b>	<b>Pr</b>	<b>Ects</b>
1	IQT 665	business economics	3	0+0	8	1	DSM 632	Communication skills	3	0+0	7
2	MHS 527	Principles of Financial Accounting	3	0+0	8	2	DSM 628	Lobbying in public relations	3	0+0	7
3	Bi 504	Business Management	3	0+0	7	3	DSM 624	Business correspondence in public relations	3	0+0	8
4	Bi 511	Management of the Organizational Behavior	3	0+0	7	4	DSM 626	Public policy	3	0+0	8
<i>Subtotal: 30</i>						<i>Subtotal: 30</i>					

### 3



No	Course code	Title	Th	Pr	Ects
1	DSM 509	Media relations and advertising	3	0+0	8
2	DSM 527	Innovation in public relations	3	0+0	7
3	BI 619	Digital marketing	3	0+0	8
4	DSM 529	Legal and ethical aspects of public relations	3	0+0	7

*Subtotal: 30*

Total ECTS credits: **90**

#### **AE - Area Elective Courses**

No	Course code	Title	Th	Pr	Ects

#### **NAE - Non-Area Elective Courses**

No	Course code	Title	Th	Pr	Ects