

PR and advertising in international communications

Alumni Feedback

Azhar Iqbal, professor of Pakistan university

To start with, UrFU is one of the leading universities in Russia. Almost 2,000 students from different countries have graduated from this university. The tuition fee in UrFU is considerably lower than in other Russian universities. Also, UrFU has this real international environment because Yekaterinburg is economically convenient for foreign students who pay for their studies themselves.



Acquired knowledge has already helped me. I'm working as an assistant professor at one of the best state universities in Pakistan and I'm giving lectures at one private university. Education that I got at UrFU is priceless.

Teaching in Russia includes a practical aspect, which is, undoubtedly, an advantage. In Pakistani universities they focus on theory more. However, Pakistani students never have any troubles with communication. If you're studying at UrFU, be prepared to face some communicative problems since not everyone can speak English. I suppose UrFU should use the international education model, which includes creating better conditions for foreign students to study.

Irina Zavyalova, event-manager of "Be Brand Event"

In 2016, right after earning my bachelor degree, I started my master at "PR and advertising: harmonization of cross-cultural relationships", which is taught in English. At that time I had some difficulties with speaking English and, consequently, with talking to people when it came to international communication. But I dared take up the program and accept this challenge.



Looking back, after six months since my graduation, I realize how many opportunities for development I've got out of this program and who I've become due to it. After two semesters of studying abroad (I managed to study in Hungary and Brazil) I no longer have problems with speaking English. Furthermore, regular lectures in English and studying a new language (Portuguese) inspired me to take up new languages. So, for several months already I've been learning French. Now I understand how much I like studying languages and finding out about different cultures. This understanding partially came to me after

having conversations with various experts in the sphere of communication during my internships abroad. It's like you start thinking, feeling and seeing more broadly. Walls and borders come down and you realize that different people see same things differently. This knowledge helps in the future life as you start to think deeper and notice unusual sides of usual things.

Julia Babuk, intern in the field of communication of UN Development Program "Climate and resistance to natural disasters in Kyrgyzstan"

I decided to start the master program "PR and advertising: harmonization of cross-cultural relations" after I'd spent one exchange semester there. I don't regret this decision: it was the best two years in my life! Firstly, the students' life in UrFU is very interesting: you can always take part in regular forums, student jamborees or volunteer at different events. Secondly, the university and, particularly, our department always support students' development and scientific work.

I've participated in lots of international scientific conferences and published some articles in prestigious scientific journals, which allowed me to get a higher scholarship. Furthermore, our master program has connections with Brazilian universities, so everybody can spend one exchange semester in Brazil. I risked to go there and, as a result, got unforgettable impressions and priceless experience.

Apply to UrFU and you won't regret!



Noxander Ruiz (Mexico)

Position: Art director

Workplace: An advertising company in Argentina



After graduation, I returned to Mexico where after some time I received an invitation to work as the art director of an advertising company in Argentina. Without hesitation I accepted this offer, and now I have been working in this position for a month. The knowledge that I received while studying at the Ural Federal University graduate course certainly helps me cope with the tasks and functions of this post, because the training was completely practice oriented and we could acquire most of the professional skills during the

internships and that is why they are very valuable.

Simeon Liehtang (India)

Position: financial manager in advertising

In early July I returned to India almost immediately after graduation. After short time I found a job as a financial manager in advertising. At the same time, I continue writing journal articles on political and social issues. About my study experience I can say for sure that I never for one moment regret making decision to enter the Ural Federal University, because in addition to obtaining relevant knowledge and putting them into practice I met a lot of interesting people, visited many cities within the country.

Augambayeva Dinara (The Republic of Kazakhstan)

Position: Partner Relations Manager

Place of work: International Affairs Office, Graduate School of Economics and Management, UrFU

Thanks to UrFU I have an opportunity to develop professionally in the sphere that I really like!

Having a bachelor's degree and experience only in teaching English, I chose a completely new field for myself - advertising and PR. And now I can confidently say that becoming a specialist in two years is quite possible due to the highly qualified faculty staff and UrFU's practice-oriented education. In the course of internships at the International Affairs Office of GSEM UrFU I received an offer to become a full-time employee of this Office, where I apply the knowledge gained during the development of a wide range of subjects that contribute to the professional development of personality.

Education at UrFU is not only relevant knowledge and practical skills, but also an international environment where you have the opportunity to communicate with interesting and ambitious people from all over the world.