**Programme: “Communications and Business Development”**

**Professional qualification:** Master of Economics

**Mode of study:** distance learning

|  |  |
| --- | --- |
| **Subjects** | **Communications and Business Development**  |
| **Special subjects:** |
| Marketing Research |  |
| Marketing Management |  |
| Business Communications |  |
| **Specialized subjects:** |
| Systems for business processes management |  |
| Business models and development |  |
| Business communication conflicts |  |
| Brand communications |  |
| Business projects and design |  |
| Resources and networks |  |
| Master seminar |  |
| "Communication design and projects" |  |
| "Business planner and resource positioning" |
|  Elective subjects (1):  |  |
| Business leadership |  |
| Cross-cultural communications |
| Business dialogue and debates |

**Form of graduation (elective):** Complex state exam/Defense of diploma thesis

**Department:** “Маrketing”, room 317в, tel. +359 882164789.