

MINOR IN PUBLIC RELATIONS



CONTENT

Required

- Public Relations
- Crisis Communications

Electives

- Business Communications
- Leadership
- Business Ethics

REQUIREMENTS

Entry requirements:

- Open for all 3rd and 4th level KAZGUU students
- Select all courses from the list
- GPA is 2.67 minimum

Exit requirements:

- 25 credits or 25 ECTS
- GPA is 2.67 minimum

At the end of the programme student should be able to:

- Participate in the development and implementation of public relations strategies in government, commercial, non-profit organizations and media;
- Participate in the creation of an efficient communication infrastructure of an organization, ensuring internal and external communications, building and maintaining a corporate culture;
- Plan and carry out PR-campaigns;
- Interact with the media;
- Effectively use communication skills in their activities.