



Highlights

A University of Sheffield Degree

Degrees are awarded directly from the University of Sheffield, one of the leading Universities in Europe and the world.

International Academic Staff

Our international academic staff has extensive teaching and professional experience and carry out substantial research work.

Student - Centred Education

Small size classes, interactive learning environment, e-libraries and supportive academic environment.

A Strong Alumni Network

Graduates will join the global alumni network of the University of Sheffield. A strong network of people linked to the University and to each other, is continually developing all around the world.

Career Services

Students and graduates receive extensive career advice, while the Industrial and Career Liaison office organize annual career fairs, and individual interviews assisting graduates with their job search.

A Campus in Bucharest

SNSPA, as a partner institution offers impressive and easily accessible facilities, allowing students to receive a highly valued British degree in their own country.

Flexible Delivery of Classes

One weekend per month for a total duration of two years.

Study in English: an extra competitive advantage

Sheffield graduates study in English, thus speak fluently the language of business worldwide.

Accreditation and Recognition

The International Faculty of the University of Sheffield, CITY College, is being officially accredited and recognised for its high quality programmes from external independent official bodies.

The University of Sheffield Business Masters at the BAED Department of the International Faculty, City College are AACSB Accredited



CITY College, International Faculty of the University of Sheffield
Representative Office in Bucharest

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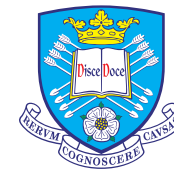
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The
University
Of
Sheffield.



University Of The Year.



MA in Marketing, Advertising & Public Relations in Bucharest



The
University
Of
Sheffield.



CITY College
An International
Faculty Of
The University.



A real investment in your future! The University of Sheffield Masters programmes in Bucharest

The University of Sheffield International Faculty, CITY College, pursuing its goal to offer quality British higher education to the SE European students with the National School of Political Sciences and Public Administration (SNSPA) as partner institution, offers the MA in Marketing, Advertising & Public Relations in Bucharest.

It is the first time that a British University of the calibre of the University of Sheffield has offered to

university graduates in Romania the opportunity to pursue postgraduate studies locally without leaving their country. The programmes are delivered in a flexible mode (one weekend per month).

The University of Sheffield International Faculty is responsible for the academic delivery of the programmes. Students will complete their studies in Bucharest and receive their degree from the University of Sheffield.

The University of Sheffield



*5 Nobel prize winners

*Among the best Universities in the world

The University of Sheffield International Faculty, CITY College, is one of the oldest British Universities. It is a leading research university, located in Sheffield in South Yorkshire, England.

Ranked within the World's top 100 Universities and constantly ranked amongst the top 20 universities in Britain, it belongs to the 1% of the best universities in the world. Today, with nearly 24,000 students from 124 countries, and almost 6000 staff, the University of Sheffield is a popular choice for university applicants.

The University of Sheffield International Faculty is the only faculty of the University located overseas and it is an integral part of the University. Bridging the UK with the South East and Eastern European Region, CITY College gives the unique opportunity to students to study for a top class British degree of the University of Sheffield in their region.

The University of Sheffield International Faculty, CITY College in Thessaloniki offers a range of undergraduate (Bachelors'), postgraduate (Masters'), Executive MBA and Research degree (PhD) programmes leading to a University of Sheffield degree.

Assurance in Higher Education. The National School's mission is to educate tomorrow's scholars and professionals, providing them with the knowledge and understanding of public policies and effective communication strategies that will advance their future careers. The National School offers degrees in five major fields of study: communication and public relations, political sciences, public administration, management, and international relations. Fundamental research is carried out in its doctoral schools and research centres, which promote academic cooperation with prestigious international institutions.

Global Recognition of the University of Sheffield

University of the Year

The University of Sheffield has been named UK University of the Year in the 2011 "Times Higher Education Awards".

5 Nobel prize winners

World University Rankings

The University of Sheffield Traditionally Among the Best



- 72nd in the world
- 32nd University in Europe

QS World University Rankings 2011

Department of Business Administration & Economics

► MA in Marketing, Advertising & Public Relations

- Explore the latest marketing theory in today's changing business environment
- Develop a comprehensive understanding of the integration of marketing, advertising and public relations inside into organizations
- Develop the knowledge and skills required for pursuing or advancing a career in marketing, advertising, and public relations

PROGRAMME OF STUDIES

- Strategic Marketing
- Advertising & Sales Promotion Management
- E-Business & Internet Marketing
- Public Relations Strategies
- Research Methods for Business
- Innovation and New Product Development
- Festivals & Events Management
- Strategic Brand Management
- Dissertation

This programme may be subject to minor changes.

DEGREE TITLE:

The title of Master of Arts in Marketing, Advertising & Public Relations is awarded directly by the University of Sheffield.

Course overview

The MA in Marketing, Advertising and Public Relations has been designed to provide students with an integrative and strategic view of marketing. The primary aim of the programme is to develop effective marketing, brand, advertising and public relations specialists, equipped with knowledge and understanding of various marketing communications subjects, including a range of technical, human, and conceptual skills that will enhance their future careers in these fields. The core values that underpin this programme and differentiate it from traditional graduate marketing programmes are an integrative

stance, consideration of the new marketing realities and the creation of competence in a balanced mix of marketing skills at an advanced level. It is addressed but not limited to students who recently acquired their bachelor's degree in a wide range of either theoretical or quantitative fields.

CAREER OPPORTUNITIES

Marketing management, Brand management, Product development, Media buying, Copyrighting, Media relations, Public relations management, Market research, Retailing, Sales.



Cristina-Catalina Chirita
European Parliament, Brussels
Master's Graduate 2012

I personally chose to study at the University of Sheffield International Faculty, CITY College, influenced by the reputation of the University of Sheffield and its top position in the world university rankings.

I was determined to develop myself and perform to my best ability so CITY College, by implementing the British educational system, introduced me to critical and analytical thinking through thought provoking lectures, challenging projects and in-depth research.

The lecturers, with high academic qualifications and often huge working experience in the business world, were close to students and willing to offer support anytime. Their expectations and academic requirements were very challenging.

As a student what I also appreciated during my studies at CITY College was the opportunity of getting involved in various curricular and extracurricular activities and the access to a rich variety of resources and services, aiming at preparing me academically and professionally.

I was offered opportunities of personal growth and career development and, in a nutshell, I was prepared for the real world!

Who can apply: University graduates who meet the English language requirements

Language of instruction: English **Location of studies:** Bucharest **Total duration:** 2 years (1 weekend per month)