



The University  
Of  
Sheffield.

International Faculty  
**CITY College.**

30  
YEARS

**CITY College**



ȘCOALA NAȚIONALĂ DE STUDII  
POLITICE ȘI ADMINISTRATIVE

# MA in Marketing Advertising and Public Relations **in Bucharest**







# The University Of Sheffield

**22<sup>nd</sup>** in Europe  
**75<sup>th</sup>** in the World

**QS** WORLD  
UNIVERSITY  
RANKINGS **2019**

- 6 Nobel prize winners
- Among the 1% of the best universities in the world

The University of Sheffield 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 among the top 20 Universities in Britain, it belongs to the 1% of the best Universities in the world. Today with over 29,000 students from 140 countries, and almost 6000 staff, The University of Sheffield is a popular choice for university applicants.

The University of Sheffield International Faculty CITY College 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, the International Faculty 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 at its campus in Thessaloniki, offers a range of Bachelor's (undergraduate), Master's (postgraduate), Executive MBA and Research degree (PhD) programmes, leading to a University of Sheffield degree.

## National University of Political Studies and Public Administration

Founded in 1990, the National School of Political sciences and Public Administration was inspired by leading western institutions: Ecole Nationale d'Administration from Paris, the Faculty of Europe from Bruges, the European Institute of Public Administration from Maastricht and John F. Kennedy School of Government from Harvard University. A public institution of education and research, it has received the most prestigious award for Universities in Romania, "highest degree of trust", from the Romanian Agency for Quality Assurance in Higher Education.



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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.



# The University of Sheffield and SNSPA 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 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 programme is delivered in a flexible mode one (1) weekend per month.

**Double Degree:** Upon successful completion of the programme graduates are awarded the MA in Marketing, Advertising & Public Relations degree from the University of Sheffield and SNSPA.

## A REAL INVESTMENT IN YOUR FUTURE

### MA in Marketing, Advertising and Public Relations Course Overview

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

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 interactive stance, consideration of the new marketing realities and the creation of competence in a balance mix of marketing skills at an advanced level. It is addressed but not limited to students who recently aquired 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.

**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)



#### DOUBLE DEGREES

Upon successful completion of the programme graduates are awarded the MA in Marketing, Advertising and Public Relations degree directly from the University of Sheffield. Graduates also receive the postgraduate degree from SNSPA by completing three additional units fulfilling the Romanian higher education requirement. For more information on the SNSPA degree, graduates may contact SNSPA directly .

#### PROGRAMME OF STUDIES

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

*This programme may be subject to minor changes*



# 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. Graduates also receive the postgraduate degree from SNSPA, one of the most prestigious Universities in Romania

## International Academic Staff

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

## Student - Centered 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 135,000 graduates linked to the University and to each other, is continually developing all around the world.

## Flexible Delivery of Classes

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

## Career Services

Students and graduates receive extensive career advice, while the Career, Employability and Enterprise Centre organise 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.

## Study in English: an extra competitive advantage

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

## Double Degree

Graduates are awarded two master degree titles, one from the University of Sheffield and one from SNSPA.



## Accreditation and Recognition

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





# Testimonials - What our students say about us



## Razvan Adrian Gongu Grigore

MA in Marketing, Advertising  
and Public Relations

CSR / Communications at Uber,  
Krakow - Poland

I graduated from the International Faculty, CITY College, completing my MA in Marketing, Advertising and Public Relations, that offered me the opportunity to study in a diverse environment which developed my multicultural experience. My studies helped me gain knowledge from professors with international experience, and get acquainted with the economic and marketing environment from a European perspective. One of the most important things that I was taught is to be able to obtain a global view towards marketing, understanding the language of consumers and the language of companies in the global field. The International Faculty gives its students the opportunity to stand out and gain a broad recognition within companies worldwide. My studies helped me gain a global perspective, especially in the field of Marketing, PR & Advertising, which has contributed to my personal career.



## Laura Neagu

MA in Marketing, Advertising  
and Public Relations

Customer Journey Specialist,  
Engie Romania


I 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. The British system, followed at the MA in Marketing, Advertising & PR, introduced me to critical and analytical thinking through interesting lectures, challenging projects and in-depth research. The lecturers, all with extensive academic and professional experience from the business world, were close to students and willing to offer support anytime. I also appreciated that during my studies I had the opportunity to get involved in various curricular and extracurricular activities and access a rich variety of resources and services. I was offered plenty opportunities for personal growth and career development and, in a nutshell, I was prepared for the real world!



## Contact Us:

### The University of Sheffield International Faculty CITY College

Representative Office  
Mosilor Office Building, Calea Mosilor 158,  
Bucharest, 020883, Romania


 (4021) 315.27.23

 [romania@citycollege.sheffield.eu](mailto:romania@citycollege.sheffield.eu)

 [www.citycollege.sheffield.eu](http://www.citycollege.sheffield.eu)

### National University of Political Studies and Public Administration

Bd. Expoziției 30 A, Sector 1  
Bucharest, 012104, Romania

 (021) 318.08.82

 [malina.ciocea@comunicare.ro](mailto:malina.ciocea@comunicare.ro)

 [www.comunicare.ro](http://www.comunicare.ro)  
[www.facultateadmanagement.ro](http://www.facultateadmanagement.ro)