



Agencia Andaluza del Conocimiento  
**CONSEJERÍA DE ECONOMÍA, INNOVACIÓN Y CIENCIA**

*Assessment Report  
of Main Professional Education Program  
on Higher Education:*

**‘ADVERTISING AND PUBLIC RELATIONS’  
Institute of World Economics and Business (IWEB)  
People’s Friendship University of Russia (PFUR)**

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## I. Information on accreditation procedure

Subject of accreditation procedure

Educational programme	Degree to be acquired	ETCS	Duration	Form of education	Language of instruction
Advertising and public relations	Bachelor	240	4 years	full-time,	Main - Russian, additional - foreign languages

Date of on-site visit: June 07-08, 2016.

Panel members:

**Óscar González Benito**, Full Professor of Marketing, Department of Marketing Business Administration Faculty of Economics and Business Administration, University of Salamanca;

**Maria Del Carmen Garcia Galera**, Course Director for specialists "Communication and Tourism. 2.0. Blogs, social networking, and marketing content ", Full Professor, Department of Theory of Communication department: 2 Communication and Social Sciences, Department of Communication Theory of the University Rey Juan Carlos;

**Olga Afanasyeva** - Deputy Dean for Admissions: Faculty of Communications, Media and Design, Associate Professor: Faculty of Communications, Media and Design School of Integrated Communications;

**Yana Rytnikova** – Deputy director general of the communication agency Hong Kong Best Solutions;

**Arshak Abgaryan** – Student of Bachelor Programme “Advertising and PR” in Russian Presidential Academy of National Economy and Public Administration.

## **II. Panel members report**

### **Introduction: aims, structure and general provisions of the accreditation procedure**

Agencies for assessment, accreditation (DEVA-AAC: Andalusian Agency of Knowledge, Department of Evaluation and Accreditation, Córdoba, Spain), and control of the quality of education and career development (AKKORK: Autonomous Non-Profit Organization Agency for Higher Education Quality Assurance and Career Development, Moscow, Russia) on February 20, 2016 signed an agreement on cooperation in international accreditation of an educational programme in the Peoples' Friendship University of Russia (Moscow, Russia). To this end, a panel group was created, consisting of two Spanish reviewers (university academics) with the assistance of three Russian reviewers from the academic and extra-academic environment including representatives of the student side.

All members of the group participated in a three-day visit to the university in June 2016. During the visit, meetings and interviews were held with the university's top management, the deans, students and graduates of all educational programmes, as well as with employers and with the teaching staff. Earlier, the University had provided AKKORK with a self-assessment report and applications, which were later translated into English and forwarded to the agency DEVA AAC and international members of the reviewers committee. Evaluation of educational programmes by the reviewers is based on the sent written material, additional documents, provided on request, and the results of the visit.

### **Review of the institutional profile of the Peoples' Friendship University of Russia**

Russia joined the Bologna process in 2003 and since then has consistently adhered to the basic objectives of the Declaration at the national and institutional levels. Part of this process was the introduction of a two-stage system of education at the national level in accordance with the "Framework for Qualifications of the European Higher Education Area". Programme of the first stage usually last 4 years; graduates acquire a bachelor's degree. The second stage includes two years of study and ends with the acquiring of a master's degree. Graduates can later continue their education already at PhD (PhD - Doctor of Philosophy), and then - the Doctor of sciences. It should be noted that the Peoples' Friendship University of Russia is a pioneer in the introduction of the Bologna process in the educational area of the Russian Federation.

Federal state educational standards define the learning outcomes of each educational programme and at each level of qualification. Also, the structure and content of the curriculum depends largely on the requirements of the Ministry of Education and Science of the Russian Federation.

All bachelor's and master's programmes consist of several cycles, that is, courses of lectures from different disciplinary areas, the educational programmes do not focus only on a specific educational area, but offer more general education, such as the humanities and social sciences. This is especially true for bachelor students.

Peoples' Friendship University of Russia was founded on February 5, 1960 by the decision of the Government of the USSR. On February 22, 1961 the University was named after Patrice Lumumba - one of the symbols of the struggle for the independence of the peoples of Africa. The Russian language classes at the preparatory faculty for foreign students began in 1960, and at the six basic faculties of the University (Engineering, History and Philology, Medical, Agricultural, Physical, Mathematical and Natural Sciences, Economics and Law) - on September 1, 1961. In 1964, the University became a member of the International Association of Universities (IAU).

Nowadays the structure of the PFUR comprises 6 main faculties: Faculty of Physics, Mathematics and Natural Sciences, Faculty of Engineering, Faculty of Ecology, Faculty of Philology, Faculty of Humanities and Social Sciences, Faculty of Economics; 11 institutes: Medical Institute, Law Institute, Institute of Foreign Languages, Agrarian-technological Institute, Institute of World Economy and Business, Institute of Hospitality Business and Tourism, Institute of International Programmes, Academic Research

Institute of Gravitation and Cosmology, Institute of Medical and Biological Problems, Academic Research Institute of Comparative Educational Policy, Institute of Applied Technical and Economic Studies and Expertise.

The distinctive features of the educational process at the Peoples' Friendship University of Russia are:

- Credit system ECTS
- European Diploma Supplement
- Worldwide academic mobility
- Up to 800 academic hours of foreign languages learning
- Diploma in translation (2-3 foreign languages)
- Over 1500 courses for continuing education
- All postgraduate forms of education (master, PhD, DSI, Clinical residency, internship)
- Teaching in foreign languages

PFUR has the right to set its own educational standards (sanctioned by Russian President, 2012).

The University has a team consisting of more than 5,000 employees, among them - about 2,500 teachers, including 500 academics and doctors, more than 1,200 professors and candidates of science, 57 full and correspondent members of the Russian Academy of Science and field- specific academies, 28 Honored Scientists of Russia, 26 full members of foreign academies and scientific societies.

The educational process and research activities of the University are maintained by the sufficient material and technical equipment. For example, fully computerized library of the PFUR can be characterized by the following indicators:

- Library branches and reading halls in 5 University buildings
- More than 17,000 users
- 1 800.000 copies and library items at the library stock
- Online access to more than 36 foreign & Russian databases
- 90 000 foreign literature pieces in 70 languages
- Electronic collections of PFUR professors' publications
- University has 45 educational and scientific centers, 150 scientific laboratories.

The outcomes of work of professors' and researchers of the PFUR are: 870 copyright certificates, 160 patents of the Russian Federation and 2 scientific inventions, 84 certificates for computer programmes and databases (PFUR intellectual rights).

According to international ratings the PFUR is included in the World Top-500 in the QS World University Rankings. In 2011-2014 in the annual National universities proposed assessment by Interfax and Echo of Moscow PFUR ranked 4-6th among all Russian universities the most internationalized university.

### **III. Introductory remark**

Albeit, currently, there is not a generally agreed protocol for assessing the quality of post-obligatory educational degrees in countries other than the evaluating agency's home country, it seems appropriate to employ criteria roughly analogous to those that would apply if the evaluating agency and the evaluated institution were both located in the same country. Therefore, the nine criteria that will be taken into account in this report correspond, with some qualifications and adaptations, to the structure of the manual elaborated to that effect by the Andalusian Agency for University Quality Evaluation and Accreditation (AGAE / DEVA). Specifically, we relied upon the 2011 edition of the "*Guía de apoyo para la elaboración de la memoria de verificación de títulos universitarios oficiales*".

For each of these nine criteria, we chose one of three possible ratings, namely:

- "fully conform"

- “partially compliant”, and
- “not compliant”.

As applied here, the latter implies very serious shortcomings and might, depending on the criteria in question, originate an unfavorable overall assessment. A rating as “partially compliant” implies shortcomings severe enough to demand a markdown. A “substantially compliant” rating implies a satisfactory situation; however, there may be some, or even considerable, room for improvement. Therefore, whatever the rating chosen for each criterion, we encourage stakeholders to pay close attention to our comments and recommendations.

#### **IV. Overall assessment**

**Comment:** After studying the self-assessment report, a vast range of internal documents, and holding extensive on-site meetings with the program’s administrators, teaching staff, students, graduates and employers, as well as with staff of PFUR’s quality management and general leadership, we appreciate the program’s quality. It is remarkable (1) the high degree of practical-orientation, that provides graduates updated knowledge about approaches and technologies required in the advertising and public relation industries; and (2) the high degree of international orientation by paying special attention to the training of students in foreign languages. Also, we are confident that the program’s administrators and teaching staff, in close cooperation with relevant stakeholders at the University level, are fully committed to the objective of permanently monitoring and improving the program’s quality. The favorable overall rating reflects recognition of past achievements and an expectation of further progress at that respect.

**Assessment:** FULLY CONFORM

#### **V. Assessment of key quality criteria**

##### *Major Advertising and public relations*

#### **CRITERION 1.DESCRPTION OF THE DEGREE**

**Comment:** There is no problem or misunderstanding with the title of the program. The ECTS number for Advertising and Public Relations Bachelor is 240. The minimum and maximum number of credits students can take are 60 –in both cases- the students know from the beginning how ECTS are distributed through the program: Disciplines (195 credits), Practice (36 credits) and Final state examination (9 credits). Every credit means 36 academic hours. The B.A.’s program has an online platform that is a tool for the teachers to help them at their daily work. Each year, PFUR admits all students who apply to this degree and establishes on its website the cut-off mark to access the program. The number of students accepted in the program is proportional to the material and human resources available. Frequently, teachers divide students in small working groups. Teachers have rooms with computers to teach practical classes – focusing on digital fields many of them-. The students also have the necessary facilities -although a little bit small- to undertake recordings with the use of cameras and perform related work at television studios. The degree is taught in Russian, although there is a great interest from students to learn different languages. As a matter of fact, students have to choose 2 languages out of 6 and they get 10 credit points (360 academic hours). The variety of languages is huge, so it is possible to choose any from European to Oriental. As a result of studying the language, students have the opportunity to receive additional professional competence on a fee-based principal and obtain the diploma of interpreter in professional communications. The program is logically organized; the courses and workshops are integrated into the educational process. The workshops are conducted by the leading industry practitioners among which are the graduates of the PFUR.

The work on creation of the online-lectures database within the program and within the entire university is underway. There is an “electronic office” system that provides with the possibility of online communication between the students including consultation with the professors on Skype, and with teaching assistants; the latest information about events taking place in the industry and on the faculty; the opportunity to enroll for specialized courses.

It is also possible to obtain benefits for studying on the budgetary basis for disabled persons (approximately 1-2 places per admission year). The program is conducted in the Russian language. Foreign students are provided with an annual program for adaptation.

## **Comments**

There is a prevalence of subjects of the profile “Advertisement” over the subjects of the profile “Public Relations” in academic disciplines. There is an insufficient quantity of disciplines related to the promotion of the Internet and social networks. Students in the program do not have the possibility of obtaining a double degree diploma. The list of criteria for international and domestic inter-university cooperation and formats of cooperation are not clear.

## **Comment of Peoples’ Friendship University of Russia (PFUR)**

A certain prevalence of subjects of “Advertisement” profile may be conditioned by the history of its formation at the Institute of World Economy and Business of the PFUR. The “Advertising” profile program has been realized here since 2000, the profile program of “Advertising and Public Relations” was opened in PFUR, as well as in all other universities in Russia, only in 2011 after the unification of “Advertising” and “Public Relations” profiles in the state educational standard. At present, “Public relations” profile is actively developing. The majority of the basic professional disciplines include both advertising and PR-aspect, for example, “The history of advertising and PR”, “Manufacturing technology in advertising and PR”, “Legal regulation in the field of advertising and PR”, etc.

In addition, the teaching of disciplines of the profile program “Advertising and Public Relations” at the Institute of World Economy and Business is conducted within the concept of integrated marketing communications. This concept suggests that modern professional working in the field of communications understands the advertising and public relations as different tools of marketing communications, the use of which depends on the objectives of a specific project and its target audience.

The study of the subjects related to the promotion on the Internet and social networks has several levels in this program.

On the 1<sup>st</sup> year of the 2<sup>nd</sup> semester students study the discipline of “Computer Technology and Informatics”, in which the basics of computer literacy, including operating skills on the Internet, are taught.

On the 2<sup>nd</sup> year of the 1<sup>st</sup> semester students study the discipline of “Computer technology in the design of advertising”, where they form their skills with various graphic editors. These skills help in creating content for the promotion on the Internet and social networks.

On the 3<sup>rd</sup> year of the 2<sup>nd</sup> semester students study the discipline of “Information Technology in Advertising and PR”, where they study the information providing of advertising and PR activities. This discipline reviews the information technologies used in the development and presentation of the product, the computer graphics fundamentals, pay attention to the use of the Internet technologies in advertising and PR, such as technology of creating websites, determination of their effectiveness, forms of promotion on the Internet, types of advertising on the Internet, etc.

In addition, there are sections or topics related to the promotion of the Internet and social networks within the framework of such disciplines as “Basics of integrated communications in advertising”, “Basics of integrated communications of PR”, “Theory and practice of mass media”, “The practice of integrated communications” and so on.

It should be noted that there is a number of elective courses for students, which are devoted to this issue, for instance, “Internet Communication Resources”, “Strategy and Tactics of the SMM”, “Mobile Marketing”, “Development of the digital-project”, “Web-design” and others.

Students who study at the Institute of World Economy and Business of PFUR on the Bachelor degree program “Advertising and Public Relations”, as well as a master's program in “Management of Public Relations” have the opportunity to obtain a double degree diploma within the relevant program, implemented jointly with the Riga International School of Economics and Business Administration (RISEBA).

### **Recommendations**

The profile is called “Advertising and Public Relations”, so it is necessary to have more disciplines on the profile of “Public Relations”

### **Comment of the PFUR**

Teaching of the disciplines of the profile program “Advertising and Public Relations” at the Institute of World Economy and Business is conducted within the concept of integrated marketing communications, so the curriculum is structured so that each graduate could use both advertising and PR-tools in practice, which is common basis for students in program. Further, the preparation of the selected profile is strengthened and deepened. In total, each profile is allocated to 20 credits and that is regulated by the educational standard of PFUR.

It is necessary to increase the number of hours, according to which the students should obtain practical skills in the field of media planning (in particular, work with the software)

### **Comment of the PFUR**

The Department provides the students with the opportunity to work with TNS software, but in a limited version. Since the modern software is expensive and there is no possibility of its purchase and continually update, the professors of the “Media Planning” discipline, who are constantly working in the advertising industry, give the students the key principles of the software, which are commonly used.

As there is a growing demand for this program, it would be a good idea to keep a list of students who submitted documents to the program every year, but did not get a place. Due to this it would be possible to compare the number of available places and the number of applications for admission and get a rating that would be a helpful in the long run.

### **Comment of the PFUR**

The rating of students who applied for admission to the program is composed during the admission campaign (budgetary places: [http://www.rudn.ru/abitur\\_10/Reiting/2016/3958-1-1.html](http://www.rudn.ru/abitur_10/Reiting/2016/3958-1-1.html); admission within the admission quotas: [http://www.rudn.ru/abitur\\_10/Reiting/2016/4058-1-9.html](http://www.rudn.ru/abitur_10/Reiting/2016/4058-1-9.html); paid education places: [http://www.rudn.ru/abitur\\_10/Reiting/2016/4011-1-4.html](http://www.rudn.ru/abitur_10/Reiting/2016/4011-1-4.html)). Rating according to the proportion of places and applications is built on the yearly base. Following the results of the 2016 admission campaign, 729 applications were submitted to 5 budget places; 5 applications to 1 place for a special quota; 549 applications to 132 paid education places; This information will certainly be used amid preparations and for conducting of the next admission campaign.

**Assessment:** FULLY CONFORM



## **CRITERION 2. INFORMATION AND TRANSPARENCY (REASONS FOR THE EXISTENCE OF THE DEGREE)**

**Comment:** 200 universities in Russia offer a Bachelor's degree in Advertising and Public Relations, but only four of them do it in Moscow that can be considered as real competitors: Moscow State University, the National

Research University Higher School of Economics, Moscow Humanitarian University (Private) and Moscow University of International Relations.

The increasing demand for advertising and public relations professionals in the Russian market in recent years justifies the existence of the degree and shows the linkage with the professional world. In fact, the relationship between the professional world and the University is bidirectional: on the one hand, the University has received counsel from the professional world for the design of its degree; on the other, students can apply to internships in communication departments and agencies, which collaborate with the University. At the same time, almost 20% of teachers work at advertising or public relations firms. All information on the program, the curriculum and internship agreements with companies is available on the website and digital screens in the main corps of the university.

According to the statistics of admission to paid education places, the demand for the program is increasing. 75% of the graduates are working on a profile and that percentage is considered to be an acceptable level. The program is accredited by the Russian Association of Communication Agencies (RACA) and Russian Association for Public Relations (RAPR). The representatives of the industry, who are also external part-timers, take part in the defense of the graduate qualification works. There is a constant interaction with employers, who are the part of the teaching faculty. Monitoring of the quality of education is conducted once per semester (students monitoring). Information about the program is opened and available on the Internet and through the internal network Intranet.

### **Comments**

It is necessary to increase the amount of information on the specifics of the programs for applicants and students if there is a similar program implemented in the Philology Department

### **Comment of the PFUR**

The specific of the program is associated with the profile clearly indicated in the title. The profile "Media" in the Philology Department is suggested to have a connection with journalistic work. As for the Institute of World Economy and Business, this profile is commonly used and it allows to solve a wide range of problems, which the managers can face in the field of advertising and public relations. There are several presentations on the specifics of the program for applicants "Advertising and Public Relations is my profession" on the Institute of World Economy and Business website ([http://www.imeb.ru/programs/advertising\\_program/index.htm](http://www.imeb.ru/programs/advertising_program/index.htm)). It describes point by point that the students should be engaged in strategic and tactical management of communications, and only economic and marketing training in the profession-oriented faculty can help. For the 1<sup>st</sup>-year students the specifics of profile opens at the specialty introductory course and then it is supported by the disciplines of the curriculum.

### **Recommendations**

To expand the list of universities to cooperate;

To develop motivational support measures for the development of academic, research interest (increase the publication activity of teaching faculty, expanding the list of research topics). Within the preparation to the graduate qualification work it is recommended to strengthen academic and research component, pay attention to the elaboration of theoretical and methodological apparatus. According to the provided documents, the number of students participating in the research groups focused on the development of academic research interest is not clear. The format of the research

work for students of the “Advertising and Public Relations” educational program is also unclear. The university-wide contest of Student Scientific Research Project should add the corresponding nomination “Advertising and Public Relations” or “Communication science” in order to develop the academic interest of the students.

#### **Comment of the PFUR**

The format of research work is associated with the participation of students in the development of 1) its own course papers and graduate qualification works; 2) communication projects within the independent work of students on a variety of disciplines, such as “Basics of integrated communications of PR”, “Basics of integrated communications in advertising”, “The practice of integrated communication”, “Communication companies management”, “Media campaign management”, etc.; 3) projects of the students, participating in real industry projects under the guidance of professors and professors-practitioners; 4) communication projects that are created to participate in artistic and professional competitions, such as Award in the field of public relations “RuPoR”, Open All-Russian competition of students' projects in the field of communications management, development of public relations and media technology “Crystal Orange”, All-Russian competition of social advertising “New look”, Award in the field of public relations development “PROBA-IPRA Golden World Awards”, Festival of advertising and marketing services “Young Mercury” and others. In addition, the results of the students' research work for 10 years are presented at the annual scientific practical conference “Advertising vector”, the articles of the students-speakers of the conference are published in a special edition - a collection of articles. The research materials of more than 50 students of the direction “Advertising and Public Relations” of the Institute of World Economy and Business are published here on a yearly base. Also the students can take part in other conferences, which are held by the Institute of World Economy and Business of PFUR and other Russian universities.

Due to the presence of a similar program implemented in the Philology Department, it is necessary to elaborate the positioning of the program

#### **Comment of the PFUR**

The position of the program is the following: we are preparing specialists capable of professional management of all types of modern marketing communications, both by the side of the companies and by the side of the communication agencies, on the basis of economic and marketing knowledge generated within the profession-oriented Institute of World Economy and Business.

PFUR should publish data on the employability of their graduates. It would help to position themselves even better among competitors. At the same time, it would be a transparency item for evaluation.

#### **Comment of the PFUR**

Information on demand for graduates is reflected in the website of the Institute of World Economy and Business, where the directions of future employment are described in detail. Contracts on the practical training are concluded precisely with such agencies, where the employment can be obtained in the future. The dynamics monitoring of the graduates employment is planned through such networks as VK, FaceBook and LinkedIn.

**Assessment:** FULLY CONFORM

### **CRITERION 3. COMPETENCES TO BE ACQUIRED BY STUDENTS**

**Comment:** A very detailed description of the competences to be acquired by students is available. There are three types of competences: general culture (GC), general professional competencies (GPC), and

professional competencies (PC). Every single competence includes a competence description and the subjects that help the students to get those competences. In addition, each competence description includes what the students are going to know and what the students are going to be able to do. Every teaching material includes these competences, so that, students know what skills and learning are going to achieve and how.

**Assessment:** FULLY CONFORM

#### **CRITERION 4. ACCESS AND ADMISION OF STUDENTS**

Comment: Prospective students access the program through the Uniform State Examination. The admission rules establish the list of subjects needed for admission to the program and the minimum scores required in each academic year: Foreign language (24), Social Sciences (43) and Russian Language (40). Admission rules are posted on the official web page of the University no later than October 1st each academic year.

In 2016, the University has also evaluated several individual achievements that can help to improve the final score of each individual to enter the program. Enrollment takes place from the greater to the minor number of scores gained by the applicants, until there are no more available places for admission. Applicants can find the rules of admission, admission tests, the list of applicants with its rating, and enrolled students at PFUR's website.

Several academic professionals support and orientate new students: a tutor --related to administrative tasks-; teachers --with some managerial duties, for instance, help students to choose the topic for project works and practicum-; and a system of senior students, call mentors, has been launched too.

Students can obtain all the necessary information at stands located in the Institute of World Economy and Business of the PFUR, at the Department of Advertising and Business Communications, on the official website of the PFUR ([www.rudn.ru](http://www.rudn.ru)) and the IWEB ([www.imeb.ru](http://www.imeb.ru)), as well as in Facebook.

#### **Comments**

The navigation on the PFUR website is quite complicated for applicants because of its complex interface and multi-level structure. It is rather difficult to find the program's website.

The access to the programs of academic disciplines is available only in the Intranet system (it is not available for external user).

#### **Comment of the PFUR**

In point of fact, an intranet system is considered to be the platform for the exchange of information between students and professors. However, the University has an open portal for such purposes <http://web-local.rudn.ru/>, where all programs of the disciplines implemented in the curriculum are available. The information is presented in two ways: shortway (Course program [http://web-local.rudn.ru/web-local/disc/?id=4759&rasd\\_id=66439&v=2483#niz](http://web-local.rudn.ru/web-local/disc/?id=4759&rasd_id=66439&v=2483#niz)) and full way (Teaching materials [http://web-local.rudn.ru/web-local/prep/rj/index.php?id=401&mod=disc&disc\\_id=13877&p=-1](http://web-local.rudn.ru/web-local/prep/rj/index.php?id=401&mod=disc&disc_id=13877&p=-1)).

#### **Recommendations**

- To add all the necessary information for admission to the institute's website;
- To elaborate all the information on the PFUR website;
- To simplify the interaction with the PFUR website;
- The document allocation should be simplified (infographics, PDF-files)

**Assessment:** FULLY CONFORM

## **CRITERION 5. STUDY PLAN**

**Comment:** The curriculum includes a total of 240 credit points, distributed as follows: Final State Examination, 9 credit points; Practice, 36 credit points; Disciplines, 195 credit points. 155 out of 195 credit points are distributed in different subjects taught mainly between first, second and third year. In fourth year, students can obtain 40 academic credits that allow them a greater specialization or deepening in the two areas that integrate the program: 20 academic credits in subjects related to advertising and 20 academic credits in a subject related to public relations. Teaching materials are well organized and include different parts, so that the students know them from the first day of class: Objectives of the discipline, competences, type of educational work (total hours), contents of the discipline, subject of practical classes and workload, the list of basic and additional educational literature, and the score rating system.

Graduates think that there has been enough training at the University to obtain the skills and knowledge that allows them to work in the field of advertising and / or public relations at the time of graduation, and in some cases, before finishing the degree. Employers say they prefer students of this university compared to others that offer the same program precisely for the training and skills of its students. Besides, the theoretical preparation acquired over the years of the degree and their knowledge of different languages allows many students to work at multinational companies. In addition, the study plan focuses on digital learning, so that, students get the skills that allow them to be very good candidates initially for internship and later to full-time contracts.

The focus on quality in the program leads the University to conduct regular surveys among students. The degree's management takes into account these surveys to take decisions on subjects, their content and their teachers. Also, the proximity to the professional world facilitates having a large number of professionals (from advertising and/or public relations agencies or departments) who also teach in the program. Both the knowledge gained through student surveys and the teaching by working professionals are guarantee that the curriculum meets the theoretical and practical needs of students.

Comments

From the documents submitted the distribution of the student workload on the independent work is not clear.

### **Comment of the PFUR**

Approximately 50 percent of the time spent on the mastering of the discipline is usually paid to the independent work, but these figures may vary in the disciplines of the curriculum. Information on the amount of the independent work is included in all teaching materials, where all the control forms of its implementation are spelled out.

It is not enough information to assess students' academic mobility. During the interview, the students found it difficult to answer the questions about the academic mobility.

**Assessment:** FULLY CONFORM

## **CRITERION 6: STAFF**

**Comment:** Teaching staff is formed by internal teachers, with an academic profile, and external teachers, with a professional profile. Their qualifications seem to be appropriate to teach their respective subjects. It is noteworthy that, since the program is practice-oriented, special attention is paid to the recruitment of professionals to the teaching staff. The size of the teaching staff is also appropriate to the number of students and the teaching methodology. Tenure is not available; all teachers are periodically evaluated and their performance is determinant for the renovation or promotion of their contracts. Students' opinion plays an important role in the evaluation of teaching staff. Students and graduates express a high level of satisfaction with teaching staff and with the corrective measures adopted when any problem. Supporting and managerial staff is considered sufficient to ensure proper development of the program.

Finally, equality of opportunities is a basic principle for PFUR that is guaranteed through different collective agreements. It includes that staff is not discriminated in terms of gender, race, age or disability.

**Recommendation:**

The relevance and excellence of universities, institutes and programs is not only measured by their contribution to transmit knowledge, but also by their contribution to the generate knowledge. Therefore, research productivity and visibility is a key factor to ensure high quality. It would be desirable the implementation of programs to stimulate production and increase the international impact of research carried out by teaching staff involved in the program.

**Assessment:** FULLY CONFORM

**CRITERION 7: MATERIAL RESOURCES AND SERVICES**

**Comment:** Infrastructures for teaching seem to be appropriate. The information reported has been checked during the visit. The number of classrooms (different sizes) and computer labs is in line with the number of students. They are conveniently equipped with usual teaching furniture and multimedia technology. Required software is updated and wireless Internet is available. A virtual platform is used to complement classroom training and learning. Convenient library services are provided to students. Immediate access to key books and documents is guaranteed for all students. It is remarkable the effort to provide electronic library services. Additional complementary facilities and services (accommodation, restaurants, reprographics, etc.) are also provided to assist students in their learning process. Both teachers and students are satisfied with material resources and services.

**Recommendations**

To provide opportunities to work with software connected with media analytics and audit (Public.ru, IQ Buzz, TNS software). Such necessity is dictated by the obtaining of basic practical skills of students (the software can be basic because, in spite of the constant updating of the software, the key principles of their work are the same for all versions);

As the students and employers do not use intra-university's portal for job search, it is necessary to conduct a survey among the students and employers revealing the reasons for the low demand for such services. According to the survey, portal should be upgraded. The availability of the intra-university's portal for job search has proved to work well in other universities. It strengthens the relationship of students and graduates with the alma mater and serves as a recommendation to the applicant and the employer. In addition, successful graduates of the university who have become the employers, as a rule, are looking for future employees among university graduates of the alma mater they graduated.

**Comment of the PFUR**

A significant part of seniors in the program are already employed. The students of the Institute of World Economy and Business prefer to apply to the Student Employment Assistance Services and Graduate Employment Department personally and not through the online services. In 2016 7 out of 10 students and graduates of the Institute of World Economy and Business who applied were employed within the first month.

Material resources and services are sufficient to implement a proper teaching methodology. However, it would be desirable more resources to stimulate and facilitate research work from teaching staff; specifically, more fully equipped spaces exclusively used as offices for teaching staff. Current infrastructures seem to be mainly teaching-oriented.

**Assessment:** FULLY CONFORM

## **CRITERION 8: LEARNING OUTCOMES**

**Comment:** Evaluation methodologies are mainly based on continuous assessment. Teaching staff evaluates students mainly through interaction during the classes (practices, debates, individual and team works and presentations made by students, etc.). The students' results are within acceptable ranges. Distribution of grades does not reflect any problem. Failure rate is between 15% and 30%. The evaluation system limits the possibility to enlarge the training period; students with repeated failures are forced to abandon the program. Data about employment reflect that graduates find a job easily in the subject studied. Both graduates and employers are periodically surveyed. Their point of view has also been consulted in interviews. Graduates report a high degree of satisfaction with the relevance of received education to be successful in the labor market. Employers also report a high degree of satisfaction with the skills of students (external practices) and graduates (recruited as employees). They point out the orientation to practice as a quality of PFUR graduates that distinguishes them from other graduates in "marketing and public relations".

The University evaluates the progress and achievements of students as a result of the claimed education:

- Increased scholarships for exemplary students;
- According to the employing company's decision, in which the student does the internship, the student can get wages;
- Students in the program are involved in a profile scientific-practical conference "Advertising vector".

**Assessment:** FULLYCONFORM

## **CRITERION 9: INTERNAL SYSTEM OF QUALITY ASSURANCE**

**Comment:** Many different processes have been implemented and many different activities are carried out in PFUR to assure quality. Many departments, units and organs are involved: Quality Department, Sociological Laboratory, Scientific Council, Rectorate, managing teams of Faculties, Institutes and Programs, Commission on the Quality of Education in Students' Council, etc. The collection of relevant data is carried out from different sources. On the one hand, objective indicators regarding teaching and evaluations methodology, students and teachers' performance, and infrastructures and resources, are annually monitored. On the other hand, subjective perceptions, evaluations and suggestions from the main agents involved in the program (students, faculty, managing staff, graduates, employers) are periodically recorded. Such information comes from surveys, claims services, internal meetings, and external experts that take part of evaluation commissions. All these data are collected and/or analyzed at different aggregation levels: university, IWEB, major and specialty, and program. Evidences and conclusions are taken into account at different levels of management to make decisions oriented to improve the quality of education. As far as the program in "advertising and public relations" is concerned, the review of descriptive reports on quality assurance procedures, examples of data collection instruments, and summaries of collected data, lead us to conclude that they are appropriate and that PFUR, IWEB and the Program itself are doing their best to improve the internal system of quality assurance. The interview with all involved agents also reveals a high level of satisfaction with the performance and effectiveness of the system.

### **Recommendation:**

PFUR is doing a good work to assure quality. However, it would be interesting to create a specific unit/commission for quality assurance at the program level. Such a commission might be integrated by representatives of the main agents involved (faculty, students, professionals/employers, supporting staff). The functions would be: (1) to collect all information relevant to analyze the performance of the program (disaggregated data at the program level); (2) to identify weaknesses or areas for

improvement of the program; (3) to design specific strategies and actions for improvement; and (4) to follow up the implementation of the improvement plan.

**Assessment:** FULLY CONFORM