

**CURRICULUM**

**SPECIALTY: DESIGN IN ADVERTISING**

No of order	Titles of disciplines	Total hours	BREAKDOWN BY COURSES AND SEMESTERS					
			I year				II year	
			I semester		II semester		III semester	
			Number hours	Credits	Number hours	Credits	Number hours	Credits
1	2	3	4	5	6	7	8	9
<b>I.</b>	<b>COMPULSORY DISCIPLINES</b>							
1.	Design in advertising	630	315	18	315	18		
2.	Marketing	120	60	3	60	3		
3.	Multimedia arts	120	60	3	60	3		
4.	Art history	60	30	2	30	2		
5.	Art management	60	30	2	30	2		
6.	Psychology of creativity	60	30	2	30	2		
<b>Total for I year MA:</b>		<b>1050</b>	<b>525</b>	<b>30</b>	<b>525</b>	<b>30</b>		
7.	Design and realization of thesis	525					525	15
8.	Diploma defence						-	15
<b>Total for II year MA:</b>		<b>525</b>					<b>525</b>	<b>30</b>
<b>Total:</b>		<b>1575</b>	<b>525</b>	<b>30</b>	<b>525</b>	<b>30</b>	<b>525</b>	<b>30</b>