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Abstract

The Bachelor's degree programme in public relations was initiated at the University of Tartu in 1996. Public relations is taught in the context of organizational and marketing communication, political communication, and knowledge management. This new speciality has broadened the scope of academic research in the field of communications beyond traditional media research. Today, approximately 100 students are enrolled at the Bachelor's degree level, and twenty students at the Master's degree level in the public relations field. The Department of Journalism and Communication is the only center in Estonia for research in communication, public relations, and journalism. Research in public relations is strongly integrated with practice. All the lecturers in the field of public relations at the University of Tartu have had continuous practical experience in different business fields. In addition, the university's image is a guarantee of professional quality. (HRK / Abstract übernommen)