

Years of Study: 2021/2022 - 2022/2023
Length of Programme: 2 years
Mode of Study: Full Time
Degree: Master's degree / MBA

St. Petersburg School of Arts and Humanities, HSE, Saint Petersburg

Block Code	Course	Credits	Credits by Years		Planned Educational Programme Development Results (competencies according to the educational standard)
			1	2	
	(I)	120	60	60	
	Block 1. Courses (Modules)	69	44	25	
	Bridging Courses				
1	Information Literacy and Trust in a Post-Truth World (offered in English)	3	3		PC-1, PC-9, PC-5, PC-1, PC-11, PC-2,
	Components of the Field of Study	14	14		
	Basic Components	14	14		
1	History and Theory of Media	4	4		PC-2, PC-3, PC-13, UC-1, UC-4
2	Media Economics	4	4		PC-4, PC-5, PC-11, PC-14, PC-16, UC-5, UC-6
3	Media Production Technology	3	3		PC-1, PC-27, PC-3, PC-6, PC-11, PC-17, PC-24, UC-5, UC-7, PC-29, PC-30, PC-32, PC-33
4	Legal Aspects of Media	3	3		UC-7, PC-13, PC-8, UC-1, UC-5, PC-5, PC-7
	Components of Educational Program	55	30	25	
	Basic Components	30	20	10	
	Basic Components	13	13		
1	Modern Media Culture	5	5		PC-4, PC-7, PC-31, PC-2, PC-23, PC-33, PC-4, PC-9, UC-2, UC-4, UC-6
2	Project Management	8	8		PC-5, PC-14, PC-18, PC-25, PC-28, PC-8, UC-3, UC-6, UC-8, UC-5
	Basic Components of the Track	17	7	10	
	(II)	17	7	10	
1	Media Marketing and Media Management	7	7		PC-11, PC-22, PC-23, PC-24, PC-27, PC-1, PC-4, PC-28, PC-4, PC-8, UC-5, UC-7, UC-8
2	Media Projects Management	5		5	PC-21, PC-24, PC-25, PC-26, PC-27, PC-28, PC-3, PC-36, PC-37, PC-5, PC-1, PC-5, PC-11, PC-13, PC-14, PC-17, PC-18, PC-20, PC-7, UC-5, UC-7, UC-8, PC-6
3	Digital Storytelling	5		5	UC-4, UC-7, PC-3, PC-6, PC-10, PC-29, PC-30, PC-31, PC-35, PC-37, PC-6, UC-2
	(III)	17	7	10	
1	Analysis of Media Markets and Media Structures	7	7		PC-28, UC-3, UC-6, PC-2, PC-4, PC-5, PC-10, PC-15, PC-16, PC-18, PC-24
2	The Analysis of Media Texts	5		5	PC-35, PC-9, UC-1, UC-6, PC-1, PC-3, PC-4, PC-10, PC-11, PC-13
3	PR-Analytics	5		5	
	Elective Components (Elective Courses)	25	10	15	
	Elective Courses: Block 1	7	7		
1	Media and Politics (offered in English)	7	7		PC-11, PC-13, UC-1, UC-6, PC-2, PC-5, PC-7, PC-1
2	Basics of promoting media projects in social networks	7	7		UC-6, UC-8, PC-13, PC-19, UC-1, PC-2, PC-33, PC-4, PC-2, PC-4, PC-1, PC-12
3	Media projects for large corporations	7	7		PC-5, PC-18, PC-21, PC-24, PC-25, PC-26, PC-27, PC-14, UC-3, UC-5, UC-6, UC-8, PC-17, PC-28, PC-3, PC-36, PC-5, PC-7, PC-9
4	Audio podcast technologies	7	7		PC-32, PC-1, PC-3, PC-20, PC-6, UC-5, UC-7, PC-11, PC-13, PC-17, PC-18, PC-24, PC-25, PC-27, PC-29, PC-30, PC-7, PC-33, PC-34, PC-35, PC-36, PC-37
	Elective Courses: Block 2	15		15	
1	Psychosemantics and Psycholinguistics: Psychology of Media Effects	3		3	
2	Basics of Video Shooting and Editing	3		3	
3	Creation of Special Projects in Media (offered in English)	3		3	
4	Data Visualization	3		3	
5	History and Memory in the Digital Age	3		3	
3	Elective course from university pool MAGOLEGO	3		3	UC-1, UC-3, UC-5
	Block 2. Practice(s), Project and(or) Research work	48	16	32	
	Research Work	28	4	24	
1	Research Seminar	1	1		PC-10, PC-11, PC-12, PC-13, PC-15, UC-1
2	Term Paper	3	3		PC-2, PC-4, PC-6, PC-16, PC-6, UC-2, UC-5, UC-7
3	Graduation Thesis	24		24	PC-1, PC-2, PC-3, PC-4, PC-5, PC-11, PC-12, PC-13, PC-14, PC-6, PC-7, PC-1, PC-10, PC-15, PC-16, PC-17, PC-18, PC-27, PC-29, PC-30, PC-31, PC-28, PC-2, PC-22, PC-23, PC-24, PC-25, PC-32, PC-33, PC-4, UC-3, UC-4, PC-6, PC-8, PC-9, UC-1, UC-2, UC-6, UC-7, UC-8, UC-5
	Project Activity	15	7	8	
1	()	3	1	2	PC-8, UC-2, UC-5, UC-7, PC-4, PC-6, PC-15, PC-16, PC-2, PC-4
	Project or Research Work on Tracks	10	4	6	
1	Project Seminar "Production of Media Projects"	10	4	6	PC-1, PC-6, PC-8, PC-8, UC-5, UC-6
2	Research Seminar «Process Research and Media Analysis»	10	4	6	UC-1, PC-12, PC-13, PC-15, UC-3, UC-2,
3	Project Seminar	2	2		PC-10, PC-13, PC-6, PC-6, PC-5, UC-5
	Internship	5	5		
	Work Placement	5	5		
1	Technological Internship	5		5	UC-3, UC-4, UC-1, PC-1, PC-4
	Block 3. Final State Certification	3	0	3	
1	Graduation Thesis	3		3	UC-6, UC-7, UC-8, PC-2, PC-22, PC-11, PC-12, PC-13, PC-14, PC-15, PC-23, PC-24, PC-25, PC-27, PC-28, PC-29, PC-1, PC-2, PC-3, PC-4, PC-5, PC-1, PC-10, PC-16, PC-17, PC-18, PC-6, PC-7, UC-1, UC-2, UC-3, UC-4, UC-5, PC-30, PC-31, PC-32, PC-33, PC-4, PC-6, PC-8, PC-9