



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 42.04.01 Advertising and Public Relations

Educational Programme "Integrated Communications"

Trajectories: "Integrated Communications"

Implementing unit: Faculty of Creative Industries, HSE - Moscow

Years of Study: 2022/2023 - 2023/2024

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

APPROVED

18.05.2022

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Block Code	Course	Subject type	Credits	Credits by Years		Planned Educational Programme Development Results
				1	2	
	Degree Programme		120,00	60,00	60,00	
	Integrated Communications (Applied track)		120,00	60,00	60,00	
	Key Seminars		27,00	15,00	12,00	
1	Mentor's Seminar: Integrated Communications Management	C	6,00	3,00	3,00	GPC-1, PC-1, PC-2, PC-3, PC-4, PC-5, UC-6
2	Research Seminar: Basics of Research and Project	C	21,00	12,00	9,00	GPC-1, GPC-4, PC-4, UC-1, UC-4
	Internship		33,00	6,00	27,00	
	Project Internship		21,00	6,00	15,00	
1	Applied Project	C	3,00		3,00	GPC-1, GPC-4, PC-3, PC-4, PC-5, UC-1, UC-4
2	Preparation of Final Qualification Work	E	12,00		12,00	GPC-1, GPC-2, GPC-3, GPC-4, GPC-5, GPC-6, GPC-7, PC-1, PC-2, PC-3, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
3	Course Project	E	6,00	6,00		GPC-1, GPC-4, PC-5, UC-1, UC-4, UC-6
	Professional Internship		12,00		12,00	
1	Work Experience Internship	C	12,00		12,00	GPC-1, GPC-7, PC-1, PC-2, PC-3, PC-4, PC-5, UC-4
	Research Internship		18,00	6,00	12,00	
1	Research Term Paper	E	6,00	6,00		GPC-1, GPC-2, GPC-4, PC-5, UC-1, UC-4, UC-6

2	Preparation of Final Qualification Work	E	12,00		12,00	GPC-1, GPC-2, GPC-3, GPC-4, GPC-5, GPC-6, GPC-7, PC-1, PC-2, PC-3, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
	Major		48,00	36,00	12,00	
	Compulsory Courses		27,00	27,00		
1	Collection and Analysis of Quantitative Data in Advertising and PR	C	6,00	6,00		GPC-1, GPC-4, PC-4, UC-1
2	Basics of Data-Driven Communications	C	3,00	3,00		GPC-6, PC-1, UC-1
3	Current Trends in Marketing Communications	C	6,00	6,00		GPC-5, PC-2, UC-6
4	Collection and Analysis of Qualitative Data in Advertising and PR	C	6,00	6,00		GPC-1, GPC-4, PC-3, UC-1
5	Integrated Communication Solutions: Approaches and Cases	C	6,00	6,00		GPC-1, GPC-3, GPC-5, PC-1, PC-5, UC-2
	Elective Courses		21,00	9,00	12,00	
	Elective Courses		6,00	3,00	3,00	
1	Urban communication	E	3,00	3,00		GPC-1, PC-5, UC-5
2	Crisis Communication Strategies and Reputation Risk Assessment	E	3,00	3,00		GPC-1, GPC-5, PC-3, UC-1
3	Media Sociology	E	3,00	3,00		PC-2, PC-5
	Elective Courses		3,00	3,00		
1	Development of Advertising from Point of View of Advertising Agency 360 Degrees Experience	E	3,00	3,00		GPC-1, PC-2, PC-3, UC-4
2	Brand Development Strategy: from Audience Analysis to Creative Product Packaging	E	3,00	3,00		GPC-1, PC-2, PC-3, UC-4
	Elective Courses		3,00		3,00	
1	PR in Practice: Technology of Communication	E	3,00	3,00		GPC-1, PC-2, UC-2, UC-4
2	Marketing Communications in the Digital Environment	E	3,00	3,00		GPC-1, PC-4, UC-4
	Elective Courses		3,00		3,00	
1	Corporate and Brand Communication	E	3,00		3,00	PC-1
2	Neuromarketing	E	3,00		3,00	GPC-1, PC-5, UC-1
	Elective Courses		3,00		3,00	
1	Marketplace Branding Strategy	E	3,00		3,00	GPC-1, PC-2, PC-4, UC-2, UC-4
2	Strategic Planning and Communication Strategies for Brand Promotion	E	3,00		3,00	PC-2, PC-5
	Elective Courses		3,00		3,00	
1	Consumer Exeption Management in Service Industries	E	3,00		3,00	PC-4, PC-5
2	Consumer Exeption Management in Digital Environment	E	3,00		3,00	PC-4, PC-5
	Elective Courses		3,00		3,00	

1	Media and Technological Challenges	E	3,00		3,00	GPC-1, PC-2, PC-3, PC-5, UC-2, UC-4
2	Internal Communications	E	3,00		3,00	GPC-1, GPC-7, PC-1, UC-3
3	Speechwriting and Principles of Effective Communication Messages	E	3,00		3,00	GPC-1, GPC-5, GPC-7, PC-2, PC-3, UC-1, UC-2
	<b>Magolego</b>		<b>9,00</b>	<b>3,00</b>	<b>6,00</b>	
1	All-university Pool MAGOLEGO Courses	E	9,00	3,00	6,00	UC-1, UC-3, UC-4
	<b>Final State Certification (FSC)</b>		<b>3,00</b>		<b>3,00</b>	
1	Final Qualification Paper	C	3,00		3,00	GPC-1, GPC-2, GPC-3, PC-1, PC-2, PC-3, PC-4, PC-5, UC-1, UC-2, UC-3

**Curriculum agreed:**

Academic Supervisor	KASHIRSKIKH O.N.	16.05.2022
Dean	BYSTRITSKIY A.G.	17.05.2022
Head of Centre for Educational Model Design	LEPESHKIN I.A.	18.05.2022

\* Subject type:

Compulsory course	C
Elective course	E