



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 42.04.01 Advertising and Public Relations

Educational Programme "Data-driven Communication"

Trajectories: "Data-driven 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	
	Data-driven Communications (Applied track)		120,00	60,00	60,00	
	Key Seminars		30,00	15,00	15,00	
1	Research and Design Seminar "CRISP-DM Metodology Project Management"	C	9,00		9,00	GPC-1, 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
2	Management in Ad Tech	C	3,00		3,00	GPC-4, GPC-5, GPC-6, GPC-7, PC-1, PC-3, PC-5, UC-1, UC-2, UC-3, UC-4
3	Mentor's Seminar	C	6,00	3,00	3,00	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
4	Research and Design Seminar "Data Mining in Communication Projects"	C	12,00	12,00		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
	Internship		27,00	6,00	21,00	
	Project Internship		18,00	6,00	12,00	
1	Projects	E	3,00	3,00		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
2	Term Paper	C	3,00	3,00		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

3	Preparation of Final Qualification Work	C	12,00		12,00	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
	Professional Internship		9,00		9,00	
1	Project-Based Process-Oriented Internship	C	9,00		9,00	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
	Research Internship					
	Major		51,00	36,00	15,00	
	Compulsory Courses		42,00	33,00	9,00	
1	Big Data in Communication Strategies	C	6,00		6,00	GPC-1, GPC-4, GPC-6, GPC-7, PC-1, PC-2, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4
2	Applied Network Analysis (offered in a foreign language)	C	3,00		3,00	GPC-4, GPC-6, GPC-7, PC-2, PC-5, UC-1, UC-2, UC-4
3	Basics of Data-Driven Communications	C	3,00	3,00		GPC-1, GPC-6, PC-1, PC-5, UC-1, UC-4
4	Basics of Applied Mathematics and Informatics	C	3,00	3,00		GPC-6, PC-2, UC-1
5	Programming for Data Science	C	3,00	3,00		GPC-6, PC-2, UC-1
6	Tools and Services of Digital Marketing	C	3,00	3,00		GPC-6, GPC-7, PC-1, UC-1
7	Marketing Analytics	C	3,00	3,00		GPC-6, GPC-7, PC-1, PC-2, PC-5, UC-1
8	Product Analytics and Product Management	C	6,00	6,00		GPC-1, GPC-4, GPC-5, PC-3, PC-4, PC-5, UC-1
9	Machine Learning in Business	C	6,00	6,00		GPC-4, GPC-6, PC-2, PC-5, UC-1
10	Data and Digital Ethics	C	3,00	3,00		GPC-5, GPC-6, GPC-7, PC-3, UC-1
11	Ad Formats, Content Promotion Opportunities and Data Analytics in E-commerce	C	3,00	3,00		GPC-1, GPC-4, GPC-5, GPC-6, GPC-7, PC-1, PC-2, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4
	Elective Courses		9,00	3,00	6,00	
	Elective Courses		3,00	3,00		
1	Performance Marketing	E	3,00	3,00		GPC-6, GPC-7, PC-1, UC-1
2	Artificial Intelligence in Marketing and Communications	E	3,00	3,00		GPC-6, GPC-7, PC-2, PC-5, UC-1
	Elective Courses		3,00		3,00	
1	Strategic Management and Digital Transformation	E	3,00		3,00	GPC-5, PC-3, UC-1, UC-2, UC-3, UC-4
2	Psychographics in Marketing and Product Design	E	3,00		3,00	GPC-4, GPC-6, PC-2, PC-4, UC-1, UC-5
	Elective Courses		3,00			
1	Automation of Customer Loyalty Management	E	3,00		3,00	GPC-4, PC-4, UC-4, UC-5
2	Instruments of Analysis and Storage of Big Data	E	3,00		3,00	GPC-6, PC-3, UC-1, UC-2, UC-4
	Magolego		9,00	3,00	6,00	
1	All-university Pool MAGOLEGO Courses	E	9,00	3,00	6,00	UC-1, UC-3, UC-4
	Final State Certification (FSC)		3,00		3,00	

1	Final Qualification Paper	C	3,00	3,00	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
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**Curriculum agreed:**

Academic Supervisor                      GRYZUNOVA E.A.    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