



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 42.04.01 Advertising and Public Relations
 Educational Programme "Communications in the Public Sector and NGOs"
 Trajectories: "Communications in Government Agencies and NGOs"
 Implementing unit: Faculty of Creative Industries, HSE - Moscow

APPROVED
 27.05.2022
 Vice Rector
 ROSHCHIN S.Y.
 Signed with EDS

Years of Study: 2022/2023 - 2023/2024

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

Block Code	Course	Subject type	Credits	Credits by Years		Planned Educational Programme Development Results
				1	2	
	Degree Programme		120,00	60,00	60,00	
	Communications in Government Agencies and NGOs (Applied track)		120,00	60,00	60,00	
	Key Seminars		24,00	18,00	6,00	
1	Seminar "Quantitative Data Basics"	C	3,00	3,00		GPC-4, PC-3, PC-5, PC-6, PC-7, UC-4
2	Seminar "Qualitative Methods of Sociological Research"	C	6,00	6,00		GPC-4, PC-3, PC-5, PC-6, PC-7, UC-4
3	Seminar "Introduction to Public Affairs"	C	3,00	3,00		GPC-2, GPC-5, GPC-7, PC-3, PC-7, UC-1
4	Academic Mentor Seminar	C	12,00	6,00	6,00	GPC-1, GPC-2, GPC-5, GPC-7, PC-1, PC-2, PC-7, UC-1, UC-2, UC-3, UC-4, UC-6
	Internship		27,00	12,00	15,00	
	Project Internship		27,00	12,00	15,00	
1	Project	E	6,00	6,00		GPC-1, PC-7, UC-1
2	Term Paper	C	6,00	6,00		GPC-1, PC-7, UC-1
3	Preparation of Final Qualification Work	C	15,00		15,00	GPC-1, PC-7, UC-1
	Professional Internship					
	Research Internship					
	Major		57,00	30,00	27,00	
	Compulsory Courses		39,00	24,00	15,00	
1	International Lobbying (offered in a foreign language)	C	3,00		3,00	GPC-2, GPC-3, GPC-5, GPC-7, PC-3, UC-1, UC-2, UC-5
2	Law-Making	C	6,00		6,00	GPC-2

3	Political Decision Making	C	6,00		6,00	GPC-2
4	Basics of Data-Driven Communications	C	3,00	3,00		GPC-1, GPC-4, GPC-6, PC-1, PC-2, PC-6, PC-7, UC-4
5	Government Relations in Theory and Practice	C	9,00	9,00		GPC-2, GPC-4, GPC-5, GPC-7, PC-1, PC-2, PC-3, PC-7, UC-1, UC-2, UC-3
6	Communication Management in NGO	C	9,00	9,00		GPC-1, GPC-2, GPC-4, GPC-5, GPC-7, PC-1, PC-2, PC-3, PC-4, PC-7, UC-1, UC-2, UC-3
7	Introduction to Political Communication	C	3,00	3,00		GPC-1, GPC-2, GPC-5, GPC-7, PC-3, PC-7, UC-1, UC-4, UC-5
	Elective Courses		18,00	6,00	12,00	
	Elective Courses		6,00		6,00	
1	Urban communication	E	3,00	3,00		GPC-1, GPC-2, GPC-4, GPC-5, GPC-6, GPC-7, PC-2, PC-3, PC-7, UC-2
2	Public Communication	E	3,00	3,00		GPC-1, GPC-2, GPC-3, GPC-6, PC-3, UC-1, UC-4, UC-5
3	Event Management	E	3,00	3,00		GPC-5, GPC-7, PC-1, PC-2, UC-2, UC-3
4	Purchasing Management	E	3,00	3,00		GPC-2, GPC-5, UC-1
	Elective Courses		12,00		12,00	
1	Fundraising in non-governmental sector	E	3,00		3,00	PC-4, PC-6
2	Digital instruments in public sector	E	3,00		3,00	PC-2, PC-4, PC-6, PC-7
3	Psychology of Communication	E	3,00		3,00	UC-1, UC-5
4	Legal support of business abroad	E	3,00		3,00	PC-3
5	Speechwriting and Principles of Effective Communication Messages	E	3,00		3,00	GPC-2, GPC-5, GPC-7, PC-3, PC-4, UC-3
	Magolego		9,00		9,00	
1	All-university Pool MAGOLEGO Courses	E	9,00		9,00	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, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, UC-1

Curriculum agreed:

Academic Supervisor	SAVIN N.Y.	20.05.2022
Dean	BYSTRITSKIY A.G.	20.05.2022
Head of Centre for Educational Model Design	LEPESHKIN I.A.	20.05.2022

* Subject type:

Compulsory course

C

Elective course

E