



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: "Digital Communications and Product Management"

Implementing unit: Faculty of Creative Industries, HSE - Moscow

APPROVED

18.05.2023

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Years of Study: 2023/2024 - 2024/2025

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 | |
| | Digital Communications and Product Management (Applied track) | | 120,00 | 60,00 | 60,00 | |
| | Key Seminars | | 30,00 | 15,00 | 15,00 | |
| 1 | Research and Design Seminar "Data Mining in Communication Projects" | C | 12,00 | 12,00 | | GPC-4.APR, GPC-5.APR, GPC-6.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4 |
| 2 | Research and Design Seminar "CRISP-DM Metodology Project Management" | C | 9,00 | | 9,00 | GPC-1.APR, GPC-4.APR, GPC-5.APR, GPC-6.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4 |
| 3 | Management in Ad Tech | C | 3,00 | | 3,00 | GPC-4.APR, GPC-5.APR, GPC-6.APR, GPC-7.APR, PC-1, PC-3, PC-5, UC-1, UC-2, UC-3, UC-4 |
| 4 | Mentor's Seminar | C | 6,00 | 3,00 | 3,00 | GPC-1.APR, GPC-2.APR, GPC-3.APR, GPC-4.APR, GPC-5.APR, GPC-6.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6 |
| | Internship | | 27,00 | 3,00 | 24,00 | |
| | Project Internship | | 18,00 | 3,00 | 15,00 | |
| 1 | Term Paper | C | 3,00 | 3,00 | | GPC-4.APR, GPC-5.APR, GPC-6.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4 |

| | | | | | | |
|----|------------------------------------------------------------------------------|---|-------|-------|-------|--------------------------------------------------------------------------------------------------|
| 2 | Projects | C | 3,00 | | 3,00 | GPC-4.APR, GPC-5.APR, GPC-6.APR, GPC-7.APR, 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.APR, GPC-5.APR, GPC-6.APR, GPC-7.APR, 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.APR, GPC-5.APR, GPC-6.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4 |
| | Research Internship | | | | | |
| | Major | | 51,00 | 39,00 | 12,00 | |
| | Core Courses | | 42,00 | 36,00 | 6,00 | |
| 1 | Tools and Services of Digital Marketing | C | 6,00 | 6,00 | | GPC-6.APR, GPC-7.APR, PC-1, UC-1 |
| 2 | Marketing Analytics | C | 3,00 | 3,00 | | GPC-6.APR, GPC-7.APR, PC-1, PC-2, PC-5, UC-1 |
| 3 | Machine Learning in Business | C | 6,00 | 6,00 | | GPC-4.APR, GPC-6.APR, PC-2, PC-5, UC-1 |
| 4 | Basics of Data-Driven Communications | C | 3,00 | 3,00 | | GPC-1.APR, GPC-6.APR, PC-1, PC-5, UC-1, UC-4 |
| 5 | Programming for Data Science | C | 3,00 | 3,00 | | GPC-6.APR, PC-2, UC-1 |
| 6 | Product Analytics and Product Management | C | 6,00 | 6,00 | | GPC-1.APR, GPC-4.APR, GPC-5.APR, PC-3, PC-4, PC-5, UC-1 |
| 7 | Ad Formats, Content Promotion Opportunities and Data Analytics in E-commerce | C | 3,00 | 3,00 | | GPC-1.APR, GPC-4.APR, GPC-5.APR, GPC-6.APR, PC-1, PC-2, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4 |
| 8 | Big Data in Communication Strategies | C | 6,00 | | 6,00 | GPC-1.APR, GPC-4.APR, GPC-6.APR, GPC-7.APR, PC-1, PC-2, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4 |
| 9 | Basics of Applied Mathematics and Informatics | C | 3,00 | 3,00 | | GPC-6.APR, PC-2, UC-1 |
| 10 | Data and Digital Ethics | C | 3,00 | 3,00 | | GPC-5.APR, GPC-6.APR, GPC-7.APR, PC-3, UC-1 |
| | Elective Courses | | 9,00 | 3,00 | 6,00 | |
| | Elective Courses | | 3,00 | 3,00 | | |
| 1 | Artificial Intelligence in Marketing and Communications | E | 3,00 | 3,00 | | GPC-6.APR, GPC-7.APR, PC-2, PC-5, UC-1 |
| 2 | Performance Marketing | E | 3,00 | 3,00 | | GPC-6.APR, GPC-7.APR, PC-1, UC-1 |
| | Elective Courses | | 3,00 | | 3,00 | |
| 1 | Strategic Management and Digital Transformation | E | 3,00 | | 3,00 | GPC-5.APR, PC-3, UC-1, UC-2, UC-3, UC-4 |
| 2 | Psychographics in Marketing and Product Design | E | 3,00 | | 3,00 | GPC-4.APR, GPC-6.APR, PC-2, PC-4, UC-1, UC-5 |
| | Elective Courses | | 3,00 | | 3,00 | |

| | | | | | | |
|---|-------------------------------------------------|---|-------------|-------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Instruments of Analysis and Storage of Big Data | E | 3,00 | | 3,00 | GPC-6.APR, PC-3, UC-1, UC-2, UC-4 |
| 2 | Automation of Customer Loyalty Management | E | 3,00 | | 3,00 | GPC-4.APR, PC-4, UC-4, UC-5 |
| | 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.APR, GPC-2.APR, GPC-3.APR, GPC-4.APR, GPC-5.APR, GPC-6.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6 |

Curriculum agreed:

| | | |
|---------------------------------------------|------------------|------------|
| Academic Supervisor | GRYZUNOVA E.A. | 24.04.2023 |
| Dean | BYSTRITSKIY A.G. | 24.04.2023 |
| Head of Centre for Educational Model Design | LEPESHKIN I.A. | 18.05.2023 |

* Subject type:

| | |
|-------------------|---|
| Compulsory course | C |
| Elective course | E |