



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: "Brand Management and Strategic Communications", "Communication Consulting"

Implementing unit: Faculty of Creative Industries, HSE - Moscow

Years of Study: 2023/2024 - 2024/2025

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

APPROVED

22.05.2023

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	
	Communication Consulting (Applied track)		120,00	60,00	60,00	
	Key Seminars		27,00	15,00	12,00	
1	Research Seminar: Basics of Research and Project	C	21,00	12,00	9,00	PC-2, PC-3, PC-5, UC-1
2	Mentor's Seminar "Communication Consulting"	C	6,00	3,00	3,00	PC-1, PC-2, UC-1, UC-3, UC-6
	Internship		27,00	6,00	21,00	
	Project Internship		15,00	6,00	9,00	
1	Applied Project	C	3,00		3,00	PC-1, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4, UC-5
2	Preparation of Graduation Thesis	E	6,00		6,00	PC-1, PC-4, PC-5, UC-1, UC-6
3	Курсовая работа	E	6,00	6,00		PC-1, PC-4, PC-5, UC-1, UC-6
	Professional Internship		12,00		12,00	
1	Work Experience Internship	C	12,00		12,00	PC-1, PC-2, PC-3, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
	Research Internship		12,00	6,00	6,00	
1	Preparation of Graduation Thesis	E	6,00		6,00	PC-4, PC-5, UC-1, UC-6
2	Курсовая работа	E	6,00	6,00		PC-4, PC-5, UC-1, UC-6
	Major		54,00	36,00	18,00	
	Compulsory Courses		27,00	27,00		
1	Strategy and management in communications	C	6,00	6,00		GPC-2.APR, GPC-4.APR, GPC-7.APR, UC-1, UC-2, UC-3, UC-4, UC-5

2	Management of Integrated Communication Campaigns	C	9,00	9,00		GPC-1.APR, GPC-2.APR, GPC-4.APR, GPC-5.APR, GPC-6.APR, GPC-7.APR, PC-2, UC-1, UC-2, UC-3, UC-4, UC-5
3	Basics of Data-Driven Communications	C	3,00	3,00		GPC-4.APR, GPC-6.APR, PC-4, UC-1, UC-4
4	Marketing Research	C	3,00	3,00		GPC-2.APR, GPC-3.APR, GPC-4.APR, GPC-5.APR, PC-4, PC-5, UC-1, UC-4
5	Qualitative methods in Communications	C	6,00	6,00		GPC-4.APR, GPC-5.APR, PC-4, PC-5, UC-1, UC-4
	-		18,00	9,00	9,00	
1	Communication Consulting and Audit	C	6,00	6,00		GPC-2.APR, GPC-4.APR, GPC-5.APR, GPC-7.APR, PC-2, UC-1, UC-2, UC-3, UC-4, UC-5
2	Crisis Communication	C	3,00	3,00		GPC-2.APR, GPC-6.APR, GPC-7.APR, UC-1, UC-2, UC-3, UC-4, UC-5
3	HR branding	C	3,00		3,00	GPC-7.APR, PC-1, UC-1, UC-2, UC-3, UC-4, UC-5
4	Reputation Management	C	3,00		3,00	GPC-1.APR, GPC-7.APR, PC-1, PC-4, UC-1, UC-2, UC-3, UC-4, UC-5
5	Internal Communications	C	3,00		3,00	PC-1, PC-2, PC-3
	-		9,00		9,00	
	Elective Courses		3,00		3,00	
1	Neuromarketing	E	3,00		3,00	GPC-4.APR, PC-4, PC-5, UC-1, UC-4, UC-5
2	Communications in Fashion Industry	E	3,00		3,00	PC-2
3	Digital Marketing: Channels and Technologies	E	3,00		3,00	
	Elective Courses		3,00		3,00	
1	Customer Experience Management and Service Design	E	3,00		3,00	PC-1
2	Behavioral Economy in Product Management and Communications	E	3,00		3,00	PC-1
3	Speechwriting	E	3,00		3,00	
	Elective Courses		3,00		3,00	
1	Personal Branding	E	3,00		3,00	PC-4
2	Small Businesses and Startups Consulting	E	3,00		3,00	PC-1, PC-2, PC-4, PC-5
3	Event Management	E	3,00		3,00	
	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-3.APR, PC-3, PC-4, UC-1, UC-4
	Brand Management and Strategic Communications (Applied track)		129,00	60,00	69,00	

	Key Seminars		27,00	15,00	12,00	
1	Research Seminar: Basics of Research and Project	C	21,00	12,00	9,00	PC-2, PC-3, PC-5, UC-1
2	Mentor's Seminar "Brand Management and Strategic Communications"	C	6,00	3,00	3,00	PC-1, PC-2, UC-1, UC-3, UC-6
	Internship		27,00	6,00	21,00	
	Project Internship		15,00	6,00	9,00	
1	Preparation of Final Qualification Work	E	6,00		6,00	PC-1, PC-4, PC-5, UC-1, UC-6
2	Курсовая работа	E	6,00	6,00		PC-1, PC-4, PC-5, UC-1, UC-6
3	Applied Project	C	3,00		3,00	PC-1, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4, UC-5
	Professional Internship		12,00		12,00	
1	Work Experience Internship	C	12,00		12,00	PC-1, PC-2, PC-3, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
	Research Internship		12,00	6,00	6,00	
1	-	E	6,00		6,00	PC-4, PC-5, UC-1, UC-6
2	Курсовая работа	E	6,00	6,00		PC-4, PC-5, UC-1, UC-6
	Major		63,00	36,00	27,00	
	-		18,00	9,00	9,00	
1	Brand Management	C	6,00	6,00		GPC-4.APR, GPC-5.APR, GPC-7.APR, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4, UC-5
2	Consumer psychology	C	3,00	3,00		GPC-4.APR, GPC-7.APR, UC-1, UC-2, UC-3, UC-4, UC-5
3	Brand strategy	C	3,00		3,00	GPC-4.APR, GPC-6.APR, GPC-7.APR, PC-2, UC-1, UC-2, UC-3, UC-4, UC-5
4	Content marketing and creative	C	3,00		3,00	GPC-1.APR, GPC-4.APR, GPC-7.APR, PC-1, PC-3, UC-1, UC-2, UC-3, UC-4, UC-5
5	Product approach in brand communications	C	3,00		3,00	GPC-4.APR, GPC-6.APR, GPC-7.APR, PC-2, UC-1, UC-2, UC-3, UC-4, UC-5
	Compulsory Courses		36,00	27,00	9,00	
1	Strategy and management in communications	C	6,00	6,00		GPC-2.APR, GPC-4.APR, GPC-7.APR, UC-1, UC-2, UC-3, UC-4, UC-5
2	Management of Integrated Communication Campaigns	C	9,00	9,00		GPC-1.APR, GPC-2.APR, GPC-4.APR, GPC-5.APR, GPC-6.APR, GPC-7.APR, PC-2, UC-1, UC-2, UC-3, UC-4, UC-5
3	Basics of Data-Driven Communications	C	3,00	3,00		GPC-4.APR, GPC-6.APR, PC-4, UC-1, UC-4
4	Marketing Research	C	3,00	3,00		GPC-2.APR, GPC-3.APR, GPC-4.APR, GPC-5.APR, PC-4, PC-5, UC-1, UC-4
5	Qualitative methods in Communications	C	6,00	6,00		GPC-4.APR, GPC-5.APR, PC-4, PC-5, UC-1, UC-4

6	Brand Communications on Marketplaces and Offline Stores	C	3,00		3,00	
7	Product Marketing	C	3,00		3,00	
8	Content Marketing and Creative Work	C	3,00		3,00	
	-		9,00		9,00	
	Elective Courses		3,00		3,00	
1	Neuromarketing	E	3,00		3,00	GPC-4.APR, PC-4, PC-5, UC-1, UC-4, UC-5
2	Communications in Fashion Industry	E	3,00		3,00	
3	Digital Marketing: Channels and Technologies	E	3,00		3,00	
	Elective Courses		3,00		3,00	
1	Small Businesses and Startups Consulting	E	3,00		3,00	GPC-7.APR, PC-4, PC-5, UC-1, UC-4, UC-5
2	Personal Branding	E	3,00		3,00	
3	Event Management	E	3,00		3,00	
	Elective Courses		3,00		3,00	
1	Customer Experience Management and Service Design	E	3,00		3,00	
2	Behavioral Economy in Product Management and Communications	E	3,00		3,00	
3	Speechwriting	E	3,00		3,00	
	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, PC-3, PC-4, UC-1, UC-4

Curriculum agreed:

Academic Supervisor KASHIRSIKH O.N. 18.05.2023

Dean BYSTRITSKIY A.G. 18.05.2023

Head of Centre for Educational Model Design LEPESHKIN I.A. 19.05.2023

* Subject type:

Compulsory course C

Elective course E