



National Research University Higher School of Economics (HSE)

Curriculum

Field of study 42.03.01 Advertising and Public Relations
 Educational Programme "Advertising and Public Relations"
 Specializations: "Advertising", "Communication Research",
 "Culture and Communications", "Digital Communications",
 "Event Management", "HR Brand Management", "Marketing",
 "Political Communications", "Public Relations", "Visual
 Communications"

Implementing unit: Faculty of Creative Industries, HSE -
 Moscow

4 th, 2023/2024 academic year

APPROVED
 28.03.2023
 Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Length of Programme: 4 years

Years of Study: 2020/2021 - 2023/2024

Mode of Study: Full Time

Degree: Bachelor's degree

Block Code	Course	Subject type	Department	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours				Additional Information
							1	2	3	4	
	Degree Programme			60,00	2 280	240	84	94	60	8	
	Major			44,00	1 672	228	82	90	56		
	Core Professional Block (Major)			16,00	608	188	66	76	46		
	Subject Areas			16,00	608	188	66	76	46		
	Conflict Studies			3,00	114	18			18		
1	The Theory of International Relations	C	Department of International Relations	3,00	114	18			18A		Online Course, Foreign language
	The Basic Framework of Advertising and PR Departments										
1	Integrated Communications Management	C	Department of Integrated Communications	3,00	114	72	42	30A			
	Communication Campaigns and (or) Communication Products: Planning and (or) Creation and (or) Implementation and (or) Promotion of Communication Campaigns			9,00	342	124	42	54	28		
1	Performance Marketing	C	Department of Integrated Communications	6,00	228	52		24	28A		
2	Integrated Communications Management	C	Department of Integrated Communications	3,00	114	72	42	30A			
	Sociology and Psychology of Communications, Consumer and (or) Audience Research			4,00	152	46	24	22			
1	Negotiation Skills	C	Department of Integrated Communications	4,00	152	46	24	22A			
	Elective Professional Block (Major)			28,00	1 064	40	16	14	10		
	Elective Courses			16,00	608						

Специализация "Визуальные коммуникации" (блок 1)				8,00	304					
1	Gaming and Interactive Communications	E	Department of Integrated Communications	4,00	152	36			36A	
2	Metaverse Integration Event and Hybrid Events+	E	Department of Integrated Communications	4,00	152	36			36A	
3	Creative in Digital Communications	E	Department of Integrated Communications	4,00	152	36			36A	
Специализация "Визуальные коммуникации" (блок 2)				8,00	304					
1	Creative Video-Formats	E	Department of Integrated Communications	4,00	152	48	24	24A		
2	Producing and production	E	Department of Integrated Communications	4,00	152	48	24	24A		
3	Semiosphere and Social Symbolism	E	Department of Integrated Communications	4,00	152	60	28	32A		
Специализация "Ивент менеджмент" (блок 1)				8,00	304					
1	SMM Practice and SMCS (Management and Promotion)	E	Department of Integrated Communications	4,00	152	36			36A	
2	Metaverse Integration Event and Hybrid Events+	E	Department of Integrated Communications	4,00	152	36			36A	
3	Sponsorship and Partnership	E	Department of Integrated Communications	4,00	152	36			36A	
Специализация "Ивент менеджмент" (блок 2)				8,00	304					
1	MICE and the Meeting Industry	E	Department of Integrated Communications	4,00	152	48	24	24A		
2	Creative and Design in the Event Industry	E	Department of Integrated Communications	4,00	152	48	24	24A		
3	Producing Event Projects and Startups in the Event Industry	E	Department of Integrated Communications	4,00	152	48	24	24A		
Специализация "Исследования в коммуникациях" (блок 1)				8,00	304					
1	Cognitive Research and Neuromarketing	E	Department of Integrated Communications	4,00	152	36			36A	
2	Media Research: Measurement and Metrics	E	Department of Integrated Communications	4,00	152	36			36A	
3	Brand Analytics Certification	E	Department of Integrated Communications	4,00	152	14			14A	
Специализация "Исследования в коммуникациях" (блок 2)				8,00	304					
1	UX/UI Research and Analytics	E	Department of Integrated Communications	4,00	152	48	24	24A		
2	Qualitative Methods in Communication Research	E	Department of Integrated Communications	4,00	152	48	24	24A		
3	Reputation Research	E	Department of Integrated Communications	4,00	152	48		24	24A	
Специализация "Коммуникации в цифровой среде" (1 блок)				8,00	304					
1	SMM Practice and SMCS (Management and Promotion)	E	Department of Integrated Communications	4,00	152	36			36A	
2	Metaverse Integration Event and Hybrid Events+	E	Department of Integrated Communications	4,00	152	36			36A	
3	Brand Analytics Certification	E	Department of Integrated Communications	4,00	152	14			14A	

Специализация "Коммуникации в цифровой среде" (2 блок)				8,00	304					
1	Stream Sales in Digital Communications	E	Department of Integrated Communications	4,00	152	48	24	24A		
2	UX/UI Research and Analytics	E	Department of Integrated Communications	4,00	152	48	24	24A		
3	Data Driven Online Marketing	E	Department of Integrated Communications	4,00	152	48	24	24A		
Специализация "Культура и коммуникации" (1 блок)				8,00	304					
1	Cultural Intelligence and Cultural Literacy	E	Department of Integrated Communications	4,00	152	40		40A		
2	Microcultures and Globalization	E	Department of Integrated Communications	4,00	152	36		36A		
3	Sponsorship and Partnership	E	Department of Integrated Communications	4,00	152	36		36A		
Специализация "Культура и коммуникации" (2 блок)				8,00	304					
1	Qualitative Methods in Communication Research	E	Department of Integrated Communications	4,00	152	48	24	24A		
2	Semiosphere and Social Symbolism	E	Department of Integrated Communications	4,00	152	60	28	32A		
3	Creating a Personal Brand	E	Department of Integrated Communications	4,00	152	48	24	24A		
Специализация "Маркетинг" (блок 1)				8,00	304					
1	Brandformance Marketing	E	Department of Integrated Communications	4,00	152	36		36A		
2	Content Marketing	E	Department of Integrated Communications	4,00	152	36		36A		
3	Trends Advertising: a Series of Master Classes	E	Department of Integrated Communications	4,00	152	48		24	24A	
Специализация "Маркетинг" (блок 2)				8,00	304					
1	Communication in Digital. New Channels	E	Department of Integrated Communications	4,00	152	48	24	24A		
2	Non-Media Communications	E	Department of Integrated Communications	4,00	152	36		36A		
3	Advertising Creative Development	E	Department of Integrated Communications	4,00	152	48	24	24A		
Специализация "Политические коммуникации" (блок 1)				8,00	304					
1	Business - Government Interaction: Russian and Foreign Experience	E	Department of Integrated Communications	4,00	152	48		48A		
2	Media Research: Measurement and Metrics	E	Department of Integrated Communications	4,00	152	36		36A		
3	Political Parties and the Electoral Process in Russia and Abroad	E	Department of Integrated Communications	4,00	152	36		36A		
Специализация "Политические коммуникации" (блок 2)				8,00	304					
1	Crisis Communication	E	Department of Integrated Communications	4,00	152	48	24	24A		
2	Political Conflict	E	Department of Integrated Communications	4,00	152	48	24	24A		

3	Elite Theory	E	Department of Integrated Communications	4,00	152	36	36A			
Специализация "Реклама" (блок 1)				8,00	304					
1	Copywriting	E	Department of Integrated Communications	4,00	152	36			36A	
2	Creative in Digital Communications	E	Department of Integrated Communications	4,00	152	36			36A	
3	Trends Advertising: a Series of Master Classes	E	Department of Integrated Communications	4,00	152	48		24	24A	
Специализация "Реклама" (блок 2)				8,00	304					
1	Stream Sales in Digital Communications	E	Department of Integrated Communications	4,00	152	48	24	24A		
2	Non-Media Communications	E	Department of Integrated Communications	4,00	152	36			36A	
3	Social Marketing	E	Department of Integrated Communications	4,00	152	48	24	24A		
Специализация "Связи с общественностью" (блок 1)				8,00	304					
1	Content Marketing	E	Department of Integrated Communications	4,00	152	36			36A	
2	Creative in Digital Communications	E	Department of Integrated Communications	4,00	152	36			36A	
3	Trends in the Development of PR Technology: the Series of Master Classes	E	Department of Integrated Communications	4,00	152	48		24	24A	
Специализация "Связи с общественностью" (блок 2)				8,00	304					
1	Crisis Communication	E	Department of Integrated Communications	4,00	152	48	24	24A		
2	Non-Media Communications	E	Department of Integrated Communications	4,00	152	36			36A	
3	Social Marketing	E	Department of Integrated Communications	4,00	152	48	24	24A		
Employer Brand Management				8,00	304					
1	Promotion Tools of the Employer's Brand among Job Seekers	E	Department of Integrated Communications	4,00	152	36			36A	
2	Copywriting	E	Department of Integrated Communications	4,00	152	36			36A	
3	Psychology of Human Resource Management	E	Department of Psychology	4,00	152	48	20	28A		
Employer Brand Management				8,00	304					
1	Crisis Communication	E	Department of Integrated Communications	4,00	152	48	24	24A		
2	Creating a Personal Brand	E	Department of Integrated Communications	4,00	152	48	24	24A		
3	Social Marketing	E	Department of Integrated Communications	4,00	152	48	24	24A		
Research seminar				6,00	228	40	16	14	10	
1	Research Seminar - 4	C	Department of Integrated Communications	6,00	228	40	16	14	10A	

Обязательные дисциплины специализаций				6,00	228					
1	Introduction to Applied Political Communications	C	Department of Integrated Communications	2,00	76	26	26A			
2	Video-Audio Production of Communication Products	E	Department of Integrated Communications	4,00	152	48			48A	
3	Internal Communications	E	Department of Integrated Communications	4,00	152	48			48A	
4	Internal Communications	E	Department of Integrated Communications	4,00	152	48			48A	
5	Global Visual Culture	E	Department of Integrated Communications	4,00	152	48			48A	
6	Global Visual Culture	E	Department of Integrated Communications	4,00	152	48			48A	
7	Event Production Management	E	Department of Integrated Communications	4,00	152	48			48A	
8	Event Management	C	Department of Integrated Communications	2,00	76	26	26A			
9	Instruments and Methods in Communication Research	C	Department of Integrated Communications	2,00	76	26	26A			
10	Instruments and Methods to Large-Scale Text Data Analysis	E	Department of Integrated Communications	4,00	152	48			48A	
11	Digital Communications	C	Department of Integrated Communications	2,00	76	26	26A			
12	Communication Design	C	Department of Integrated Communications	2,00	76	26	26A			
13	Culture and Communication	C	Department of Integrated Communications	2,00	76	26	26A			
14	Marketing in Integrated Communications	C	Department of Integrated Communications	2,00	76	34	34A			
15	Interaction with the Media and Content Design Technique	C	Department of Integrated Communications	2,00	76	26	26A			
16	Specificities of Electoral Behavior	E	Department of Integrated Communications	4,00	152	36			36A	
17	Brand from Scratch	E	Department of Integrated Communications	4,00	152	48			48A	
18	Advertising Creation	C	Department of Integrated Communications	2,00	76	26	26A			
19	Employer Brand Management	C	Department of Integrated Communications	2,00	76	26	26A			
20	Digital Agency Management	C	Department of Integrated Communications	4,00	152	48			48A	
English				1,00	38	2			2	
Optional Courses										
1	Academic English Writing	O		2,00	76	48		20	28A	Foreign language, Credits only to the cumulative rating
Examinations				1,00	38	2			2	
1	Project Proposal	C	School of Foreign Languages	1,00	38	2			2A	Foreign language
Final State Certification (FSC)				3,00	114	6				6
Thesis Work				3,00	114	6				6

1	Presenting of Graduation Thesis	C		3,00	114	6				6A	
	Internship			12,00	456	4	2	4	2	2	
	Research Internship			8,00	304	4			2	2	
1	Preparation of Graduation Thesis	C		8,00	304	4			2	2	
	Project Internship			4,00	152		2	4			
1	Проект по выбору	E		4,00	152	6	2	4A			

Curriculum agreed:

Academic Supervisor	MORDVINOVA M.A.	23.03.2023
Dean	BYSTRITSKIY A.G.	23.03.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	27.03.2023

* Subject type:

Compulsory course

C

Elective course

E

Optional course

O