



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

3 rd, 2023/2024 academic year

APPROVED  
 05.05.2023  
 Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Length of Programme: 0 years

Years of Study: 2021/2022 - 2024/2025

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	
<b>Degree Programme</b>				<b>60,00</b>	<b>2 280</b>	<b>957</b>	<b>182</b>	<b>220</b>	<b>331</b>	<b>232</b>	
<b>Data Culture</b>				<b>1,00</b>	<b>38</b>	<b>2</b>			<b>2</b>		
1	Independent Data Science Test. Elementary	C	отдел развития цифровых компетенций	1,00	38	2			2A		Online Course
<b>Major</b>				<b>38,00</b>	<b>1 444</b>	<b>788</b>	<b>144</b>	<b>182</b>	<b>280</b>	<b>184</b>	
<b>Core Professional Block (Major)</b>				<b>28,00</b>	<b>1 064</b>	<b>622</b>	<b>124</b>	<b>166</b>	<b>214</b>	<b>120</b>	
<b>Subject Areas</b>				<b>28,00</b>	<b>1 064</b>	<b>622</b>	<b>124</b>	<b>166</b>	<b>214</b>	<b>120</b>	
<b>Conflict Studies</b>				<b>3,00</b>	<b>114</b>	<b>32</b>	<b>16</b>	<b>16</b>			
1	Conflictology	C	Department of Psychology	3,00	114	32	16	16A			
<b>Media Planning and Consumption</b>				<b>4,00</b>	<b>152</b>	<b>60</b>			<b>32</b>	<b>28</b>	
1	Media Planning	C	Department of Integrated Communications	4,00	152	60			32	28A	
<b>The Basic Framework of Advertising and PR Departments</b>				<b>10,00</b>	<b>380</b>	<b>210</b>	<b>36</b>	<b>48</b>	<b>80</b>	<b>46</b>	
1	Integrated Communications Management	C	Department of Integrated Communications	10,00	380	210	36	48A	80	46A	
<b>Communication Campaigns and (or) Communication Products: Planning and (or) Creation and (or) Implementation and (or) Promotion of Communication Campaigns</b>				<b>3,00</b>	<b>114</b>	<b>216</b>	<b>42</b>	<b>48</b>	<b>80</b>	<b>46</b>	
1	Cultural and Creative Industries	C	Department of Media	3,00	114	6				6A	Online Course, Foreign language
2	Integrated Communications Management	C	Department of Integrated Communications	10,00	380	210	36	48A	80	46A	
<b>Legal Regulation of Field-specific Teaching&amp;Learning</b>				<b>4,00</b>	<b>152</b>	<b>40</b>		<b>20</b>	<b>22</b>		

1	Administrative and Legal Regulation in Communications	C	Department of Integrated Communications	4,00	152	40		18	22A		
<b>Project Management and Their Presentation in the Field of Communications</b>				<b>4,00</b>	<b>152</b>	<b>64</b>	<b>30</b>	<b>34</b>			
1	Communication Projects Management	C	Department of Integrated Communications	4,00	152	64	30	34A			
<b>Elective Professional Block (Major)</b>				<b>10,00</b>	<b>380</b>	<b>166</b>	<b>20</b>	<b>16</b>	<b>66</b>	<b>64</b>	
<b>Research seminar</b>				<b>4,00</b>	<b>152</b>	<b>80</b>	<b>20</b>	<b>16</b>	<b>20</b>	<b>16</b>	
1	Research Seminar - 3	C	Department of Integrated Communications	4,00	152	80	20	16A	20	24A	
<b>Обязательные дисциплины специализации (1)</b>				<b>6,00</b>	<b>228</b>	<b>94</b>			<b>46</b>	<b>48</b>	
1	Brand - Marketing	C	Department of Integrated Communications	6,00	228	94			50	44A	
2	Introduction to Applied Political Communications	C	Department of Integrated Communications	6,00	228	94			46	48A	
3	Event Management	C	Department of Integrated Communications	6,00	228	94			46	48A	
4	Instruments and Methods in Communication Research	C	Department of Integrated Communications	6,00	228	102			54	48A	
5	Digital Communications	C	Department of Integrated Communications	6,00	228	94			46	48A	
6	Communication Design	C	Department of Integrated Communications	6,00	228	94			46	48A	
7	Culture and Communication	C	Department of Integrated Communications	6,00	228	94			46	48A	
8	Interaction with the Media and Content Design Technique	C	Department of Integrated Communications	6,00	228	94			46	48A	
9	Advertising Creation	C	Department of Integrated Communications	6,00	228	94			46	48A	
10	Employer Brand Management	C	Department of Integrated Communications	6,00	228	94			46	48A	
<b>Minor</b>				<b>10,00</b>	<b>380</b>	<b>152</b>	<b>38</b>	<b>38</b>	<b>38</b>	<b>38</b>	
1	Minor	C		10,00	380	152	38	38A	38	38A	
<b>English</b>						<b>3</b>			<b>3</b>		
<b>Examinations</b>						<b>3</b>			<b>3</b>		
1	Independent English Exam	C	School of Foreign Languages			3			3A		Foreign language
<b>Internship</b>				<b>11,00</b>	<b>418</b>	<b>12</b>			<b>8</b>	<b>10</b>	
<b>Project Internship</b>				<b>7,00</b>	<b>266</b>	<b>6</b>			<b>8</b>	<b>4</b>	
1	Term Paper	C		4,00	152	6			6A		
2	Обязательный проект	C	Department of Integrated Communications	3,00	114	6			2	4A	
3	Проект по выбору	E									
<b>Professional Internship</b>				<b>4,00</b>	<b>152</b>	<b>6</b>				<b>6</b>	
1	Work Experience Internship	C		4,00	152	6				6A	

**Curriculum agreed:**

Academic Supervisor

MORDVINOVA M.A.

27.04.2023

Dean BYSTRITSKIY A.G. 27.04.2023

Head of Centre for Educational Model Design LEPESHKIN I.A. 04.05.2023

\* Subject type:

Compulsory course

C

Elective course

E

Optional course

O