



National Research University Higher School of Economics (HSE)

Curriculum
 Field of study 42.04.01 Advertising and Public Relations
 Educational Programme "Integrated Communications"
 Trajectories: "Integrated Communications"
 Implementing unit: Faculty of Creative Industries, HSE -
 Moscow

APPROVED
 18.05.2022
 Vice Rector
 ROSHCHIN S.Y.
 Signed with EDS

Length of Programme: 2 years
 Years of Study: 2022/2023 - 2023/2024
 Mode of Study: Full Time
 Degree: Master's degree / MBA

1 st, 2022/2023 academic year

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	434	134	126	186	152	
Integrated Communications (Applied track)				60,00	2 280	434	134	126	186	152	
Major				36,00	1 368	240	106	82	130	88	
Elective Courses				9,00	342						
Elective Courses				3,00	114						
1	Urban communication	E	Department of Integrated Communications	3,00	114	32			32A		
2	Media Sociology	E	Department of Sociology	3,00	114	6			6A	Online Course	
3	Crisis Communication Strategies and Reputation Risk Assessment	E	Department of Integrated Communications	3,00	114	32			32A		
Elective Courses				3,00	114						
1	Brand Development Strategy: from Audience Analysis to Creative Product Packaging	E	Department of Integrated Communications	3,00	114	32				32A	
2	Development of Advertising from Point of View of Advertising Agency 360 Degrees Experience	E	Department of Integrated Communications	3,00	114	32				32A	
Elective Courses											
1	Marketing Communications in the Digital Environment	E	Department of Integrated Communications	3,00	114	32			32A		
2	PR in Practice: Technology of Communication	E	Department of Integrated Communications	3,00	114	32			32A		
Compulsory Courses				27,00	1 026	240	106	82	28	24	
1	Current Trends in Marketing Communications	C	Department of Integrated Communications	6,00	228	52	26	26A			
2	Integrated Communication Solutions: Approaches and Cases	C	Department of Integrated Communications	6,00	228	52			28	24A	

3	Basics of Data-Driven Communications	C	Department of Integrated Communications	3,00	114	32	32A				
4	Collection and Analysis of Qualitative Data in Advertising and PR	C	Department of Integrated Communications	6,00	228	60	28	32A			
5	Collection and Analysis of Quantitative Data in Advertising and PR	C	Department of Sociology	6,00	228	44	20	24A			
Key Seminars				15,00	570	188	28	44	56	52	
1	Research Seminar: Basics of Research and Project	C	Department of Integrated Communications	12,00	456	132	28	28	40	36A	
2	Mentor's Seminar: Integrated Communications Management	C	Department of Integrated Communications	3,00	114	56	8	16	16	16A	
Magolego				3,00	114						
1	Дисциплины по выбору из общеуниверситетского пула	E		3,00	114						
Internship				6,00	228	6				12	
Research Internship				6,00	228	6				6	
1	Research Term Paper	E		6,00	228	6				6A	
Project Internship				6,00	228	6				6	
1	Course Project	E		6,00	228	6				6A	

Curriculum agreed:

Academic Supervisor KASHIRSKIKH O.N. 16.05.2022

Dean BYSTRITSKIY A.G. 17.05.2022

Head of Degree Programmes Development Office MAMONOVA M.A. 18.05.2022

* Subject type:

Compulsory course

C

Elective course

E