



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
 27.03.2023
 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

2 nd, 2023/2024 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	246	94	96	60	2	
Integrated Communications (Applied track)				60,00	2 280	246	94	96	60	2	
Major				12,00	456	128	64	64			
Elective Courses				12,00	456	128	64	64			
Elective Courses				3,00	114	32	32				
1	Corporate and Brand Communication	E	Department of Integrated Communications	3,00	114	32	32A				
2	Neuromarketing	E	Department of Integrated Communications	3,00	114	32	32A				
Elective Courses				3,00	114	32		32			
1	Marketplace Branding Strategy	E	Department of Integrated Communications	3,00	114	32		32A			
2	Strategic Planning and Communication Strategies for Brand Promotion	E	Department of Integrated Communications	3,00	114	32		32A			
Elective Courses				3,00	114	32		32			
1	Consumer Exeption Management in Service Industries	E	Department of Integrated Communications	3,00	114	32		32A			
2	Consumer Exeption Management in Digital Environment	E	Department of Integrated Communications	3,00	114	32		32A			
Elective Courses				3,00	114	32	32				
1	Internal Communications	E	Department of Integrated Communications	3,00	114	32	32A				
2	Media and Technological Challenges	E	Department of Integrated Communications	3,00	114	32	32A				

3	Speechwriting and Principles of Effective Communication Messages	E	Department of Integrated Communications	3,00	114	32	32A				
Final State Certification (FSC)				3,00	114	2				2	
1	Final Qualification Paper	C		3,00	114	2				2A	
Key Seminars				12,00	456	98	30	32		36	
1	Research Seminar: Basics of Research and Project	C	Department of Integrated Communications	9,00	342	50	14	16		20A	
2	Mentor's Seminar: Integrated Communications Management	C	Department of Integrated Communications	3,00	114	48	16	16		16A	
Magolego				6,00	228						
1	All-university Pool MAGOLEGO Courses	E		6,00	228						
Internship				27,00	1 026	18				24	
Research Internship				12,00	456	6				6	
1	Preparation of Final Qualification Work	E		12,00	456	6				6	
Project Internship				15,00	570	12				12	
1	Preparation of Final Qualification Work	E		12,00	456	6				6	
2	Applied Project	C		3,00	114	6				6A	
Professional Internship				12,00	456	6				6	
1	Work Experience Internship	C		12,00	456	6				6A	

Curriculum agreed:

Academic Supervisor	KASHIRSKIKH O.N.	06.03.2023
Dean	BYSTRITSKIY A.G.	09.03.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	22.03.2023

* Subject type:

Compulsory course

C

Elective course

E