National Research University Higher School of Economics (HSE)

Curriculum Field of study 42.04.01 Advertising and Public Relations Educational Programme "Data-driven Communication" Trajectories: "Data-driven Communications" Implementing unit: Faculty of Communications, Media and Design, HSE - Moscow 1 st, 2022/2023 academic year 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

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							Allocation of Contact Hours				
Block Code	Course	Subject type	Department	Credits	Total Academic Hours	Contact Hours	1	2	3	4	Additional Information
	Degree Programme			60,00	2 280	476	118	90	130	160	
	Data-driven Communications (Applied track)			60,00	2 280	476	118	90	130	160	
	Major			36,00	1 368	340	88	70	88	116	
	Elective Courses			3,00	114						
	Elective Courses										
1	Artificial Intelligence in Marketing and Communications	E	Department of Integrated Communications	3,00		36				36A	
2	Performance Marketing	E	Department of Integrated Communications	3,00	114	36				36A	
	Compulsory Courses			33,00		340	88	70	88	44	
1	Tools and Services of Digital Marketing	С	Department of Integrated Communications	3,00	114	36	36A				
2	Marketing Analytics	С	Department of Integrated Communications	3,00	114	36				36A	Online Course
3	Machine Learning in Business	С	Department of Integrated Communications	6,00	228	60			44	16A	Online Course
4	Basics of Data-Driven Communications	С	Department of Integrated Communications	3,00	114	32	32A				
5	Basics of Applied Mathematics and Informatics	С	Department of Higher Mathematics	3,00	114	32	32A				
6	Programming for Data Science	С	Department of Integrated Communications	3,00		32		32A			
7	Product Analytics and Product Management	С	Department of Integrated Communications	6,00		44		16	28A		
8	Ad Formats, Content Promotion Opportunities and Data Analytics in E-commerce	С	Department of Integrated Communications	3,00	114	36				36A	

9	Data and Digital Ethics	С	Department of Integrated Communications	3,00	114	32			32A		
	Key Seminars			15,00	570	132	30	20	40	42	
1	Research and Design Seminar "Data Mining in Communication Projects"	С	Department of Integrated Communications	12,00	456	124	28	18	38	40A	
2	Mentor's Seminar	С	Department of Integrated Communications	3,00	114	8	2	2	2	2A	
	Magolego			3,00	114						
1	Дисциплины по выбору из общеуниверситетского пула	E		3,00	114						
	Internship			6,00	228	4			2	2	
	Project Internship			6,00	228	4			2	2	
1	Term Paper	С		3,00	114	2				2A	
2	Projects	E		3,00	114	2			2A		

Curriculum agreed:

Academic Supervisor	GRYZUNOVA E.A.	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	С
Elective course	Е