



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

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	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	114	36				36A	
2	Performance Marketing	E	Department of Integrated Communications	3,00	114	36				36A	
Compulsory Courses				33,00	1 254	340	88	70	88	44	
1	Tools and Services of Digital Marketing	C	Department of Integrated Communications	3,00	114	36	36A				
2	Marketing Analytics	C	Department of Integrated Communications	3,00	114	36				36A	Online Course
3	Machine Learning in Business	C	Department of Integrated Communications	6,00	228	60			44	16A	Online Course
4	Basics of Data-Driven Communications	C	Department of Integrated Communications	3,00	114	32	32A				
5	Basics of Applied Mathematics and Informatics	C	Department of Higher Mathematics	3,00	114	32	32A				
6	Programming for Data Science	C	Department of Integrated Communications	3,00	114	32		32A			
7	Product Analytics and Product Management	C	Department of Integrated Communications	6,00	228	44		16	28A		
8	Ad Formats, Content Promotion Opportunities and Data Analytics in E-commerce	C	Department of Integrated Communications	3,00	114	36				36A	

