



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 Creative Industries, HSE - Moscow

2 nd, 2023/2024 academic year

APPROVED

22.03.2023

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

| 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>254</b>    | <b>114</b>                  | <b>92</b> | <b>42</b> | <b>6</b> |                                 |
|            | <b>Data-driven Communications (Applied track)</b>                    |              |   | <b>60,00</b> | <b>2 280</b>         | <b>254</b>    | <b>114</b>                  | <b>92</b> | <b>42</b> | <b>6</b> |                                 |
|            | <b>Major</b>   |              |   | <b>15,00</b> | <b>570</b>           | <b>130</b>    | <b>58</b>                   | <b>72</b> |           |          |                                 |
|            | <b>Elective Courses</b>  |              |   | <b>6,00</b>  | <b>228</b>           | <b>72</b>     | <b>32</b>                   | <b>40</b> |           |          |                                 |
|            | <b>Elective Courses</b>  |              |   | <b>3,00</b>  | <b>114</b>           | <b>32</b>     | <b>32</b>                   |           |           |          |                                 |
| 1          | Psychographics in Marketing and Product Design                       | E            | Department of Integrated Communications | 3,00         | 114                  | 32            | 32A                         |           |           |          |                                 |
| 2          | Strategic Management and Digital Transformation                      | E            | Department of Integrated Communications | 3,00         | 114                  | 32            | 32A                         |           |           |          |                                 |
|            | <b>Elective Courses</b>  |              |   |              |                      |               |                             |           |           |          |                                 |
| 1          | Automation of Customer Loyalty Management                            | E            | Department of Integrated Communications | 3,00         | 114                  | 40            |                             | 40A       |           |          |                                 |
| 2          | Instruments of Analysis and Storage of Big Data                      | E            | Department of Integrated Communications | 3,00         | 114                  | 40            |                             | 40A       |           |          |                                 |
|            | <b>Compulsory Courses</b>  |              |   | <b>9,00</b>  | <b>342</b>           | <b>58</b>     | <b>26</b>                   | <b>32</b> |           |          |                                 |
| 1          | Big Data in Communication Strategies                                 | C            | Department of Integrated Communications | 6,00         | 228                  | 44            | 12                          | 32A       |           |          |                                 |
| 2          | Applied Network Analysis   | C            | Department of Integrated Communications | 3,00         | 114                  | 14            | 14A                         |           |           |          | Online Course, Foreign language |
|            | <b>Final State Certification (FSC)</b>                               |              |   | <b>3,00</b>  | <b>114</b>           | <b>4</b>      |                             |           |           | <b>4</b> |                                 |
| 1          | Final Qualification Paper  | C            |   | 3,00         | 114                  | 4             |                             |           |           | 4A       |                                 |
|            | <b>Key Seminars</b>  |              |   | <b>15,00</b> | <b>570</b>           | <b>112</b>    | <b>56</b>                   | <b>20</b> | <b>36</b> |          |                                 |
| 1          | Research and Design Seminar "CRISP-DM Metodology Project Management" | C            | Department of Integrated Communications | 9,00         | 342                  | 74            | 22                          | 18        | 34A       |          |                                 |
| 2          | Management in Ad Tech  | C            | Department of Integrated Communications | 3,00         | 114                  | 32            | 32A                         |           |           |          |                                 |

|   |   |   |   |              |            |          |   |   |          |          |  |
|---|---|---|---|--------------|------------|----------|---|---|----------|----------|--|
| 3 | Mentor's Seminar                          | C | Department of Integrated Communications | 3,00         | 114        | 6        | 2 | 2 | 2A       |          |  |
|   | <b>Magolego</b>                           |   |   | <b>6,00</b>  | <b>228</b> |          |   |   |          |          |  |
| 1 | All-university Pool MAGOLEGO Courses      | E |   | 6,00         | 228        |          |   |   |          |          |  |
|   | <b>Internship</b>                         |   |   | <b>21,00</b> | <b>798</b> | <b>8</b> |   |   | <b>6</b> | <b>2</b> |  |
|   | <b>Project Internship</b>                 |   |   | <b>12,00</b> | <b>456</b> | <b>4</b> |   |   | <b>2</b> | <b>2</b> |  |
| 1 | Preparation of Final Qualification Work   | C |   | 12,00        | 456        | 4        |   |   | 2        | 2        |  |
|   | <b>Professional Internship</b>            |   |   | <b>9,00</b>  | <b>342</b> | <b>4</b> |   |   | <b>4</b> |          |  |
| 1 | Project-Based Process-Oriented Internship | C |   | 9,00         | 342        | 4        |   |   | 4A       |          |  |

**Curriculum agreed:**

|   |                  |            |
|---|------------------|------------|
| Academic Supervisor                         | GRYZUNOVA E.A.   | 22.02.2023 |
| Dean  | BYSTRITSKIY A.G. | 28.02.2023 |
| Head of Centre for Educational Model Design | LEPESHKIN I.A.   | 20.03.2023 |

\* Subject type:

Compulsory course

C

Elective course

E