



National Research University Higher School of Economics (HSE)

Curriculum
 Field of study 42.04.01 Advertising and Public Relations
 Educational Programme "Communications in the Public Sector
 and NGOs"

Trajectories: "Communications in Government Agencies and
 NGOs"

Implementing unit: Faculty of Communications, Media and
 Design, HSE - Moscow

1 st, 2022/2023 academic year

APPROVED
 27.05.2022

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	374	128	100	206	104	
Communications in Government Agencies and NGOs (Applied track)				60,00	2 280	374	128	100	206	104	
Major				30,00	1 140	208	64	56	158	56	
Elective Courses				6,00	228						
Elective Courses											
1	Urban communication	E	Department of Integrated Communications	3,00	114	32			32A		
2	Public Communication	E	Department of Integrated Communications	3,00	114	28			28A		
3	Event Management	E	Department of Integrated Communications	3,00	114	28			28A		
4	Purchasing Management	E	Department of Integrated Communications	3,00	114	6			6A		Online Course
Compulsory Courses				24,00	912	208	64	56	56	56	
1	Introduction to Political Communication	C	Department of Integrated Communications	3,00	114	28	28A				
2	Government Relations in Theory and Practice	C	Department of Integrated Communications	9,00	342	74		24A	26	24A	
3	Basics of Data-Driven Communications	C	Department of Integrated Communications	3,00	114	32	32A				
4	Communication Management in NGO	C	Department of Integrated Communications	9,00	342	74		24A	26	24A	
Key Seminars				18,00	684	162	64	44	48	44	
1	Seminar "Qualitative Methods of Sociological Research"	C	Department of Integrated Communications	6,00	228	72		24	24	24A	

2	Seminar "Introduction to Public Affairs"	C	Department of Integrated Communications	3,00	114	24	24A				
3	Seminar "Quantitative Data Basics"	C	Department of Integrated Communications	3,00	114	28	28A				
4	Academic Mentor Seminar	C	Department of Integrated Communications	6,00	228	38	4	10	12	12A	
Internship				12,00	456	4				4	
Project Internship				12,00	456	4				4	
1	Term Paper	C		6,00	228	2				2A	
2	Project	E		6,00	228	2				2A	

Curriculum agreed:

Academic Supervisor	SAVIN N.Y.	20.05.2022
Dean	BYSTRITSKIY A.G.	20.05.2022
Head of Degree Programmes Development Office	MAMONOVA M.A.	20.05.2022

* Subject type:

Compulsory course

C

Elective course

E