



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 Creative Industries, HSE -
Moscow

2 nd, 2023/2024 academic year

APPROVED

30.03.2023

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	
Degree Programme				60,00	2 280	272	174	80	16	2	
Communications in Government Agencies and NGOs (Applied track)				60,00	2 280	272	174	80	16	2	
Major				27,00	1 026	234	164	70			
Elective Courses				12,00	456	130	96	34			
Elective Courses				12,00	456	130	96	34			
1	Legal support of business abroad	E	Department of Integrated Communications	3,00	114	32		32A			
2	Psychology of Communication	E	Department of Psychology	3,00	114	6		6A			Online Course
3	Speechwriting and Principles of Effective Communication Messages	E	Department of Integrated Communications	3,00	114	32	32A				
4	Fundraising in non-governmental sector	E	Department of Integrated Communications	3,00	114	32	32A				
5	Digital instruments in public sector	E	Department of Integrated Communications	3,00	114	32	32A				
Compulsory Courses				15,00	570	104	68	36			
1	Law-Making	C	Department of Integrated Communications	6,00	228	36	18	18A			
2	International Lobbying	C	Department of Integrated Communications	3,00	114	32	32A				Foreign language
3	Political Decision Making	C	Department of Integrated Communications	6,00	228	36	18	18A			
Final State Certification (FSC)				3,00	114	2				2	
1	Final Qualification Paper	C		3,00	114	2				2A	
Key Seminars				6,00	228	30	10	10	10		

1	Academic Mentor Seminar	C	Department of Integrated Communications	6,00	228	30	10	10	10A		
	Magolego			9,00	342						
1	All-university Pool MAGOLEGO Courses	E		9,00	342						
	Internship			15,00	570	6			6		
	Project Internship			15,00	570	6			6		
1	Preparation of Final Qualification Work	C		15,00	570	6			6		

Curriculum agreed:

Academic Supervisor	SAVIN N.Y.	27.03.2023
Dean	BYSTRITSKIY A.G.	28.03.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	30.03.2023

* Subject type:

Compulsory course

C

Elective course

E