



National Research University Higher School of Economics (HSE)

Curriculum

Field of study 42.03.01 Advertising and Public Relations
 Educational Programme "Advertising and Public Relations"
 Specializations: "Advertising", "Communication Research",
 "Culture and Communications", "Digital Communications", "HR
 Brand Management", "Marketing", "Political Communications",
 "Public Relations"

Implementing unit: Faculty of Creative Industries, HSE -
 Moscow

2 nd, 2023/2024 academic year

APPROVED
 25.04.2023
 Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Length of Programme: 4 years

Years of Study: 2022/2023 - 2025/2026

Mode of Study: Full Time

Degree: Bachelor's degree

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	2 442	790	328	176	206	210	
Data Culture				3,00	114	18			12	2	
1	External Examinations on Digital Skills. Entry-level	C	отдел развития цифровых компетенций			2		2A			
2	External Examinations on Digital Skills. Intermediate Level	C	отдел развития цифровых компетенций			2				2A	
3	Independent Programming Test. Elementary	C	отдел развития цифровых компетенций			2				2A	Online Course
4	Programming in Python	C	Department of Big Data and Information Retrieval	3,00	114	12			12A		Online Course
Major				36,00	1 368	462	186	98	116	130	
Core Professional Block (Major)				32,00	1 216	378	114	72	94	114	
1	Video in Content Creation	C	Department of Integrated Communications	3,00	114	32	32A				
2	Marketing Research and Situational Analysis	C	Department of Integrated Communications	5,00	190	80			40	40A	
3	Media Consumption and Media Effects	C	Department of Integrated Communications	4,00	152	40			20	20A	
4	Principles of Marketing	C	Department of Integrated Communications	4,00	152	60	34	26A			
5	Political Science and Communications in Political Processes and Institutions	C	Department of Integrated Communications	5,00	190	46			46A		
6	Fundamentals of Communication Theory (Part 1)	C	Department of Integrated Communications	4,00	152	46	24	22A			

7	Fundamentals of Communication Theory (Part 2)	C	Department of Integrated Communications	3,00	114	26				26A	Online Course, Foreign language
8	Sociology of Mass Communication	C	Department of Integrated Communications	4,00	152	48	24	24A			
Elective Professional Block (Major)				4,00	152	84	26	26	22	16	
Научно - исследовательские семинары				4,00	152	88	26	20	22	16	
1	Research Seminar - 2	C	Department of Integrated Communications	4,00	152	88	20	24A	28	16A	
Minor				10,00	380	152	38	38	38	38	
1	Minor	E		10,00	380	152	38	38A	38	38A	
English							28				
Optional Courses							28				
1	English Language	O		6,00	228	104	28	32	44A		Foreign language, Credits only to the cumulative rating
General Courses				1,00	200	144	36	36	36	36	
Optional General Courses											
1	Elective General Courses	E									
Core General Courses				1,00	200	144	36	36	36	36	
1	Physical Training	C	Department of Physical Training	1,00	200	144	36	36	36	36A	
Internship				10,00	380	14	4	4	4	4	
Research Internship				5,00	190	6		2	2	2	
1	Term Paper	C		5,00	190	6		2	2	2A	
Project Internship				5,00	190	8	4	2	2	2	
Mandatory projects				5,00	190	8	2	2	2	2	
1	Mandatory Project	C	Department of Integrated Communications	5,00	190	8	2	2	2	2A	
Elective Projects											
1	Elective Projects	E									

Curriculum agreed:

Academic Supervisor	MORDVINOVA M.A.	10.04.2023
Dean	BYSTRITSKIY A.G.	10.04.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	21.04.2023

* Subject type:

Compulsory course

C

Elective course

E

Optional course

O