



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 Communication", "Political
Communications", "Public Relations"

Implementing unit: Faculty of Creative Industries, HSE -
Moscow

1 st, 2023/2024 academic year

APPROVED

18.05.2023

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Length of Programme: 4 years

Years of Study: 2023/2024 - 2026/2027

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	2 480	894	212	202	270	204	
Data Culture						2				2	
1	Independent Digital Literacy Test	C	отдел развития цифровых компетенций			2				2A	Online Course
Major				40,00	1 520	528	80	128	192	122	
Core Professional Block (Major)				32,00	1 216	430	56	104	168	102	
1	Introduction to Digital Communications	C	Department of Integrated Communications	4,00	152	32				32A	
2	Introduction to Speciality and History of Communications	C	Department of Integrated Communications	5,00	190	64	30	34A			
3	Advanced Mathematics and Statistics	C	Department of Higher Mathematics	7,00	266	124	26	40A	58A		
4	Logic	C	Школа философии и культурологии	3,00	114	36			36A		
5	Core Management Concepts	C	департамент стратегического и международного менеджмента	3,00	114	38				38A	
6	Psychology of Communication	C	Department of Psychology	5,00	190	72		30	42A		
7	Theory and Practice of Information and Analytical Work	C	Department of Integrated Communications	5,00	190	64			32	32A	
Elective Professional Block (Major)				8,00	304	98	24	24	24	20	
Scientific Research Seminars				8,00	304	96	24	24	24	20	

1	Research Seminar - 1	C	Department of Integrated Communications	8,00	304	96	24	24A	24	24A	
	English					2				2	
	Optional Courses										
1	English Language	O		8,00	304	128	20	28A	40	40A	Foreign language, Credits only to the cumulative rating
	Examinations					2				2	
1	English Language Integrative Exam	C	School of Foreign Languages			2				2A	Foreign language
	General Courses			13,00	694	348	132	72	72	72	
	Optional General Courses			12,00	456	186	78	36	36	36	
1	Russian History	C	School of History	4,00	152	72			36	36A	Online Course
2	Foundations of Russian Statehood	C	School of History	2,00	76	54	54A				
3	Legal Literacy	C	департамент права цифровых технологий и биоправа	3,00	114	30	10	20A			Online Course
4	Economics	C	Department of Theoretical Economics	3,00	114	30	14	16A			Online Course
	Core General Courses			1,00	238	162	54	36	36	36	
1	Safe Living Basics	C	центр поддержки студенческих инициатив	1,00	38	18	18A				Online Course
2	Physical Training	C	Department of Physical Training		200	144	36	36	36	36A	
	Internship			7,00	266	14		2	6	6	
	Project Internship			7,00	266	14		2	6	6	
	Mandatory projects			3,00	114	8			4	4	
1	Mandatory projects	C	Department of Integrated Communications	3,00	114	8			4	4A	
	Elective Projects			4,00	152	6		2	2	2	
1	Elective Projects	E		4,00	152	6		2	2	2A	

Curriculum agreed:

Academic Supervisor	MORDVINOVA M.A.	03.05.2023
Dean	BYSTRITSKIY A.G.	04.05.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	18.05.2023

* Subject type:

Compulsory course

C

Elective course

E

Optional course

O