



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: "Digital Communications and Product Management"

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: 2 years

Years of Study: 2023/2024 - 2024/2025

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	482	114	86	184	98	
Digital Communications and Product Management (Applied track)				60,00	2 280	482	114	86	184	98	
Major				39,00	1 482	342	84	66	140	52	
Elective Courses				3,00	114						
Elective Courses				3,00	114	40				40	
1	Artificial Intelligence in Marketing and Communications	E	Department of Integrated Communications	3,00	114	40				40A	
2	Performance Marketing	E	Department of Integrated Communications	3,00	114	40				40A	
Core Courses				36,00	1 368	342	84	66	140	52	
1	Tools and Services of Digital Marketing	C	Department of Integrated Communications	6,00	228	38	20	18A			
2	Marketing Analytics	C	Department of Integrated Communications	3,00	114	36				36A	Online Course
3	Machine Learning in Business	C	Department of Integrated Communications	6,00	228	60			44	16A	Online Course
4	Basics of Data-Driven Communications	C	Department of Integrated Communications	3,00	114	32	32A				
5	Basics of Applied Mathematics and Informatics	C	Department of Higher Mathematics	3,00	114	32		32A			
6	Programming for Data Science	C	Department of Integrated Communications	3,00	114	32		32A			
7	Product Analytics and Product Management	C	Department of Integrated Communications	6,00	228	44		16	28A		

