

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

Length of Programme: 2 years Years of Study: 2023/2024 - 2024/2025 Mode of Study: Full Time Degree: Master's degree / MBA

	Course	Subject Department	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours					
Block Code						1	2	3	4	Additional Information	
	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	С	Department of Integrated Communications	6,00	228	38	20	18A			
2	Marketing Analytics	С	Department of Integrated Communications	3,00	114	36				36A	Online Course
3	Machine Learning in Business	С	Department of Integrated Communications	6,00	228	60			44	16A	Online Course
4	Basics of Data-Driven Communications	С	Department of Integrated Communications	3,00	114	32	32A				
5	Basics of Applied Mathematics and Informatics	С	Department of Higher Mathematics	3,00	114	32		32A			
6	Programming for Data Science	С	Department of Integrated Communications	3,00	114	32		32A			
7	Product Analytics and Product Management	С	Department of Integrated Communications	6,00	228	44		16	28A		

APPROVED 18.05.2023 Vice Rector

ROSHCHIN S.Y.

Signed with EDS

8	Ad Formats, Content Promotion Opportunities and Data Analytics in E-commerce	С	Department of Integrated Communications	3,00	114	36			36A		
9	Data and Digital Ethics	С	Department of Integrated Communications	3,00	114	32			32A		
	Key Seminars			15,00	570	132	30	20	40	42	
1	Research and Design Seminar "Data Mining in Communication Projects"	С	Department of Integrated Communications	12,00	456	124	28	18	38	40A	
2	Mentor's Seminar	С	Department of Integrated Communications	3,00	114	8	2	2	2	2A	
	Magolego			3,00	114						
1	All-university Pool MAGOLEGO Courses	E		3,00	114						
	Internship			3,00	114	8			4	4	
	Project Internship			3,00	114	8			4	4	
1	Term Paper	С		3,00	114	8			4	4A	

Curriculum agreed:

Academic Supervisor	GRYZUNOVA E.A.	24.04.2023
Dean	BYSTRITSKIY A.G.	24.04.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	18.05.2023

* Subject type:	
Compulsory course	С
Elective course	Е