



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

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	538	124	90	160	124	
	Communications in Government Agencies and NGOs (Applied track)			60,00	2 280	538	124	90	160	124	
	Major			48,00	1 824	404	92	80	148	84	
	Elective Courses			18,00	684	132			96	36	
	Elective Courses			6,00	228	60			60		
1	Crisis Communication	E	Department of Integrated Communications	3,00	114	40				40A	
2	Information and Analytical Work	E	Department of Integrated Communications	3,00	114	32			32A		
3	Public Communication	E	Department of Integrated Communications	3,00	114	28			28A		
4	Event Management	E	Department of Integrated Communications	3,00	114	28			28A		
5	Purchasing Management	E	Department of Integrated Communications	3,00	114	6			6A		Online Course
	Elective Courses			12,00	456	72			36	36	
1	Law-Making	E	Department of Integrated Communications	6,00	228	36			18	18A	
2	Political Decision Making	E	Department of Integrated Communications	6,00	228	36			18	18A	
3	Digital Communication for Governments and NGO	E	Department of Integrated Communications	6,00	228	36			18	18A	
	Compulsory Courses			30,00	1 140	272	92	80	52	48	
1	Introduction to Political Communication	C	Department of Integrated Communications	3,00	114	28	28A				

2	Government Relations in Theory and Practice	C	Department of Integrated Communications	9,00	342	74		24	26A	24A	
3	Qualitative methods in Communications	C	Department of Integrated Communications	6,00	228	64	32	32A			
4	Basics of Data-Driven Communications	C	Department of Integrated Communications	3,00	114	32	32A				
5	Communication Management in NGO	C	Department of Integrated Communications	9,00	342	74		24A	26	24A	
Key Seminars				9,00	342	94	32	10	12	40	
1	Seminar "Quantitative Data Basics"	C	Department of Integrated Communications	3,00	114	28	28A				
2	Seminar «Introduction to regulatory policy»	C	School of Politics and Governance	3,00	114	28				28A	
3	Academic supervisor seminar "Project management in public and non-commercial sectors"	C	Department of Integrated Communications	3,00	114	38	4	10	12	12A	
Internship				3,00	114	40					
Project Internship				3,00	114	40			20	20	
1	Project	C		3,00	114	40			20	20A	

Curriculum agreed:

Academic Supervisor	SAVIN N.Y.	21.04.2023
Dean	BYSTRITSKIY A.G.	24.04.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	18.05.2023

* Subject type:

Compulsory course

C

Elective course

E