



National Research University Higher School of Economics (HSE)

Curriculum

Field of study 42.04.01 Advertising and Public Relations

Educational Programme "Integrated Communications"

Trajectories: "Brand Management and Strategic Communications", "Communication Consulting"

Implementing unit: Faculty of Creative Industries, HSE - Moscow

1 st, 2023/2024 academic year

APPROVED

22.05.2023

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	516	76	148	168	132	
Communication Consulting (Applied track)				60,00	2 280	547	84	152	142	172	
Major				36,00	1 368	368	72	104	80	112	
-				27,00	1 026	256	72	72	40	72	
1	Qualitative methods in Communications	C	Department of Integrated Communications	6,00	228	64	32	32A			
2	Marketing Research	C	Department of Integrated Communications	3,00	114	32				32A	
3	Basics of Data-Driven Communications	C	Department of Integrated Communications	3,00	114	32	32A				
4	Strategy and management in communications	C	Department of Integrated Communications	6,00	228	16	8	8A			Online Course
5	Management of Integrated Communication Campaigns	C	Department of Integrated Communications	9,00	342	112		32	40A	40A	
-				9,00	342	112		32	40	40	
1	Crisis Communication	C	Department of Integrated Communications	3,00	114	40				40A	
2	Communication Consulting and Audit	C	Department of Integrated Communications	6,00	228	72		32	40A		
Key Seminars				15,00	570	176	12	48	60	56	
1	Research Seminar: Basics of Research and Project	C	Department of Integrated Communications	12,00	456	108		32	40	36A	
2	Mentor's Seminar "Communication Consulting"	C	Department of Integrated Communications	3,00	114	68	12	16	20	20A	
Magolego				3,00	114						

1	All-university Pool MAGOLEGO Courses	E		3,00	114					
	Internship			6,00	228	3			2	4
	Research Internship			6,00	228	6			2	4
1	Курсовая работа	E		6,00	228	6			2	4A
	Project Internship			6,00	228	6			2	4
1	Курсовая работа	E		6,00	228	6			2	4A
	Brand Management and Strategic Communications (Applied track)			60,00	2 280	550	84	152	142	172
	Major			36,00	1 368	368	72	104	80	112
	-			27,00	1 026	256	72	72	40	72
1	Qualitative methods in Communications	C	Department of Integrated Communications	6,00	228	64	32	32A		
2	Marketing Research	C	Department of Integrated Communications	3,00	114	32				32A
3	Basics of Data-Driven Communications	C	Department of Integrated Communications	3,00	114	32	32A			
4	Strategy and management in communications	C	Department of Integrated Communications	6,00	228	16	8	8A		Online Course
5	Management of Integrated Communication Campaigns	C	Department of Integrated Communications	9,00	342	112		32	40A	40A
	-			9,00	342	112		32	40	40
1	Consumer psychology	C	Department of Integrated Communications	3,00	114	40				40A
2	Brand Management	C	Department of Integrated Communications	6,00	228	72		32	40A	
	Key Seminars			15,00	570	176	12	48	60	56
1	Research Seminar: Basics of Research and Project	C	Department of Integrated Communications	12,00	456	108		32	40	36A
2	Mentor's Seminar "Brand Management and Strategic Communications"	C	Department of Integrated Communications	3,00	114	68	12	16	20	20A
	Magolego			3,00	114					
1	All-university Pool MAGOLEGO Courses	E		3,00	114					
	Internship			6,00	228	6			2	4
	Research Internship			6,00	228	6			2	4
1	Курсовая работа	E		6,00	228	6			2	4A
	Project Internship			6,00	228	6			2	4
1	Курсовая работа	E		6,00	228	6			2	4A

Curriculum agreed:

Academic Supervisor	GRYZEVA L.E.	18.05.2023
Dean	BYSTRITSKIY A.G.	18.05.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	19.05.2023

* Subject type:

Compulsory course

Elective course

C

E