



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

APPROVED

23.04.2024

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Length of Programme: 2 years

Years of Study: 2024/2025 - 2025/2026

Mode of Study: Full Time

Degree: Master's degree / MBA

1 st, 2024/2025 academic year

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	613	90	168	136	212	
	Communication Consulting (Applied track)			39,00	1 482	400			88	176	
	Major			18,00	684	232			72	160	
	Core Courses			9,00	342	112					
1	Media Strategy and Business Results Assessment	C	Department of Integrated Communications	3,00	114	40				40A	
2	Management of Marketing Research Portfolio	C	Department of Integrated Communications	3,00	114	40				40A	
3	Company Reputation Management	C	Department of Integrated Communications	3,00	114	32			32A		
	-			9,00	342	120					
1	Communication Consulting	C	Department of Integrated Communications	6,00	228	80			40	40A	
2	Корпоративные и бренд коммуникации	C	Department of Integrated Communications	3,00	114	40				40A	
	Key Seminars			12,00	456	168					
1	Mentor's Seminar "Communication Consulting"	C	Department of Integrated Communications	2,00	76	32			16	16A	
	General Components			46,00	1 748						
	Major			21,00	798	176					
	Core Courses			21,00	798	176					
1	Qualitative methods in Communications	C	Department of Integrated Communications	6,00	228	64	32	32A			
2	Basics of Data-Driven Communications	C	Department of Integrated Communications	3,00	114	32	32A				

3	Strategy and Management in Communications	C	Department of Integrated Communications	6,00	228	8	4	4A		Online Course
4	Management of Integrated Communication Campaigns	C	Department of Integrated Communications	6,00	228	72		32	40A	
Key Seminars				10,00	380	136				
1	Research Seminar: Basics of Research and Project	C	Department of Integrated Communications	9,00	342	112		36	40	36A
2	Mentor's Seminar "Self-Development in Communication Industry"	C	Department of Integrated Communications	1,00	38	24	8	16A		
Magolego				3,00	114					
1	All-university Pool MAGOLEGO Courses	E		3,00	114					
Internship				6,00	228					
Research Internship										
1	Term Paper	E		6,00	228	6		2	2	2A
Project Internship				6,00	228	6				
1	Term Paper	E		6,00	228	6		2	2	2A
Brand Management and Strategic Communications (Applied track)				39,00	1 482	412				
Major				18,00	684	232		72	160	
Core Courses				9,00	342	112				
1	Media Strategy and Business Results Assessment	C	Department of Integrated Communications	3,00	114	40				40A
2	Management of Marketing Research Portfolio	C	Department of Integrated Communications	3,00	114	40				40A
3	Company Reputation Management	C	Department of Integrated Communications	3,00	114	32			32A	
-				9,00	342	120				
1	Consumer psychology	C	Department of Integrated Communications	3,00	114	40				40A
2	Brand Management	C	Department of Integrated Communications	6,00	228	80			40	40A
Key Seminars				12,00	456	168				
1	Mentor's Seminar "Brand Management and Strategic Communications"	C	Department of Integrated Communications	2,00	76	32			16	16A

Curriculum agreed:

Academic Supervisor

Грязева Л.Е.

16.04.2024

Dean

BYSTRITSKIY A.G.

17.04.2024

Head of Centre for
Educational Model Design

LEPESHKIN I.A.

22.04.2024

* Subject type:

Compulsory course

Elective course

C

E