



National Research University Higher School of Economics (HSE)

Curriculum  
Field of study 42.04.05 Media Communications  
Educational Programme "Media Management"  
Trajectories: "Management in Media Companies",  
"Mediacommunication Management in Education"  
Implementing unit: Faculty of Creative Industries, HSE -  
Moscow

APPROVED  
21.04.2025  
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

2 nd, 2025/2026 academic year

Block Code	Course	Subject type	Department	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours				Additional Information
							1	2	3	4	
	<b>Degree Programme</b>			<b>60,00</b>	<b>2 280</b>	<b>444</b>	<b>150</b>	<b>152</b>	<b>138</b>	<b>4</b>	
	<b>Management in Media Companies (Applied track)</b>			<b>60,00</b>	<b>2 280</b>	<b>444</b>	<b>150</b>	<b>152</b>	<b>138</b>	<b>4</b>	
	<b>Major</b>			<b>36,00</b>	<b>1 368</b>	<b>326</b>	<b>116</b>	<b>116</b>	<b>94</b>		
	<b>Disciplines of the Degree Programme</b>			<b>12,00</b>	<b>456</b>	<b>152</b>	<b>72</b>	<b>48</b>	<b>32</b>		
1	Media Management	C	Department of Media	6,00	228	80	32	48A			
2	Media psychology	C	Department of Media	3,00	114	40	40A				
3	Media Projects Management	C	Department of Media	3,00	114	32			32A		
	<b>Elective Courses 2nd year</b>			<b>3,00</b>	<b>114</b>	<b>32</b>			<b>32</b>		
1	GR-Management	E	Department of Media	3,00	114	32			32A		
2	Contract Issues in the Media Industry	E	Department of Media	3,00	114	32			32A		
	<b>Components of the Track</b>			<b>18,00</b>	<b>684</b>	<b>136</b>	<b>44</b>	<b>68</b>	<b>24</b>		
1	Media Markets Analysis	C	Department of Media	3,00	114	24		24A			
2	Artificial Intelligence and Algorithms in the Media Industry	C	Department of Media	3,00	114	24		24A			
3	Communications in the Face of Change	C	Department of Media	3,00	114	24	24A				
4	Media Marketing	C	Department of Media	6,00	228	40	20	20A			
5	Media Business Valuation	C	Department of Media	3,00	114	24			24A		
	<b>Elective mooc (2 year)</b>			<b>3,00</b>	<b>114</b>	<b>6</b>			<b>6</b>		
1	Introduction to Neuroeconomics: How the Brain Makes Decisions	E	Department of Media	3,00	114	6			6A		Online Course, Foreign language
2	Public Economics	E	Department of Media	3,00	114	6			6A		Online Course, Foreign language
	<b>Final State Certification (FSC)</b>			<b>3,00</b>	<b>114</b>	<b>2</b>				<b>2</b>	

1	Final Qualification Paper	C		3,00	114	2				2A	
	<b>Key Seminars</b>			<b>6,00</b>	<b>228</b>	<b>108</b>	<b>32</b>	<b>36</b>	<b>40</b>		
1	Research Seminar "Methodology and Methods of Media Research"	C	Department of Media	3,00	114	76	24	24A	28A		
2	Mentor's Seminar "Management in Media Companies"	C	Department of Media	3,00	114	32	8	12A	12A		
	<b>Magolego</b>										
1	All-university Pool MAGOLEGO Courses	E									
	<b>Internship</b>			<b>15,00</b>	<b>570</b>	<b>8</b>	<b>2</b>		<b>4</b>	<b>2</b>	
	<b>Research Internship</b>			<b>12,00</b>	<b>456</b>	<b>4</b>			<b>2</b>	<b>2</b>	
1	Thesis Preparation	C		12,00	456	4			2	2A	
	<b>Project Internship</b>			<b>3,00</b>	<b>114</b>	<b>2</b>			<b>2</b>		
1	Projects	C		3,00	114	2			2A		
	<b>Professional Internship</b>					<b>2</b>	<b>2</b>				
1	Work Experience Internship	C				2	2A				
	<b>Mediacommunication in Education (Applied track)</b>			<b>60,00</b>	<b>2 280</b>	<b>446</b>	<b>148</b>	<b>162</b>	<b>132</b>	<b>4</b>	
	<b>Major</b>			<b>36,00</b>	<b>1 368</b>	<b>330</b>	<b>116</b>	<b>124</b>	<b>90</b>		
	<b>Disciplines of the Degree Programme</b>			<b>12,00</b>	<b>456</b>	<b>152</b>	<b>72</b>	<b>48</b>	<b>32</b>		
1	Media Management	C	Department of Media	6,00	228	80	32	48A			
2	Media psychology	C	Department of Media	3,00	114	40	40A				
3	Media Projects Management	C	Department of Media	3,00	114	32			32A		
	<b>Elective Courses 2nd year</b>			<b>3,00</b>	<b>114</b>	<b>32</b>			<b>32</b>		
1	Contract Issues in the Media Industry	E	Department of Media	3,00	114	32			32A		
2	Strategies for the Creation and Promotion of Digital Educational Products	E	Department of Media	3,00	114	32			32A		
	<b>Components of the Track</b>			<b>18,00</b>	<b>684</b>	<b>140</b>	<b>44</b>	<b>76</b>	<b>20</b>		
1	Communications in the Face of Change	C	Department of Media	3,00	114	24	24A				
2	Media Content for Children and Teenagers	C	Department of Media	3,00	114	28		28A			
3	Media Marketing	C	Department of Media	6,00	228	40	20	20A			
4	Designing and Developing an Online Course in Media Communication	C	Department of Media	3,00	114	20			20A		
5	User Experience Management in Educational Media Products	C	Department of Media	3,00	114	28		28A			
	<b>Elective mooc (2 year)</b>			<b>3,00</b>	<b>114</b>	<b>6</b>			<b>6</b>		
1	Introduction to Neuroeconomics: How the Brain Makes Decisions	E	Department of Media	3,00	114	6			6A		Online Course, Foreign language
2	Public Economics	E	Department of Media	3,00	114	6			6A		Online Course, Foreign language
	<b>Final State Certification (FSC)</b>			<b>3,00</b>	<b>114</b>	<b>2</b>				<b>2</b>	
1	Final Qualification Paper	C		3,00	114	2				2A	
	<b>Key Seminars</b>			<b>6,00</b>	<b>228</b>	<b>108</b>	<b>32</b>	<b>36</b>	<b>40</b>		

1	Research Seminar "Methodology and Methods of Media Research"	C	Department of Media	3,00	114	76	24	24A	28A		
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	<b>Magolego</b>										
1	All-university Pool MAGOLEGO Courses	E									
	<b>Internship</b>			<b>15,00</b>	<b>570</b>	<b>6</b>		<b>2</b>	<b>2</b>	<b>2</b>	
	<b>Research Internship</b>			<b>12,00</b>	<b>456</b>	<b>4</b>			<b>2</b>	<b>2</b>	
1	Thesis Preparation	C		12,00	456	4			2	2A	
	<b>Professional Internship</b>			<b>3,00</b>	<b>114</b>	<b>2</b>		<b>2</b>			
1	Work Experience Internship	C		3,00	114	2		2A			

**Curriculum agreed:**

Academic Supervisor	Marepa T.C.	24.02.2025
Dean	BYSTRITSKIY A.G.	27.02.2025
Head of Centre for Educational Model Design	LEPESHKIN I.A.	17.04.2025

\* Subject type:

Compulsory course

C

Elective course

E