



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 42.04.01 Advertising and Public Relations  
 Educational Programme "Strategic Communications Management"  
 Trajectories: "Strategic Communication Management"  
 Implementing unit: Faculty of Creative Industries, HSE - Moscow

APPROVED  
 17.04.2024  
 Vice Rector  
 ROSHCHIN S.Y.  
 Signed with EDS

Years of Study: 2024/2025 - 2025/2026

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

Block Code	Course	Subject type	Credits	Credits by Years		Planned Educational Programme Development Results
				1	2	
	Degree Programme		120,00	60,00	60,00	
	Strategic Communication Management (Applied track)		120,00	60,00	60,00	
	Key Seminars		15,00	6,00	9,00	
1	Academic Mentor's Seminar	C	9,00	3,00	6,00	GPC-1.APR, PC-6, UC-1, UC-2, UC-6
2	Project Seminar - 2	C	3,00		3,00	GPC-2.APR, GPC-4.APR, GPC-5.APR, PC-2, PC-5, PC-7, UC-1, UC-4, UC-6
3	Project seminar - 1	C	3,00	3,00		GPC-2.APR, GPC-4.APR, GPC-5.APR, PC-1, PC-2, PC-3, PC-4, PC-5, PC-7, PC-8, UC-1, UC-4, UC-6
	Internship		30,00	6,00	24,00	
	Project Internship		30,00	6,00	24,00	
1	Project "Integrated Communication Promotion Strategy. Part 1"	C	6,00	6,00		GPC-2.APR, GPC-4.APR, GPC-5.APR, PC-1, PC-2, PC-3, PC-4, PC-5, PC-7, PC-8, UC-1, UC-4, UC-6
2	Project "Integrated Communication Promotion Strategy. Part 2"	C	6,00		6,00	GPC-2.APR, GPC-4.APR, GPC-5.APR, PC-1, PC-2, PC-3, PC-4, PC-5, PC-7, PC-8, UC-1, UC-4, UC-6
3	Preparation of Final Qualification Work	C	18,00		18,00	GPC-1.APR, GPC-2.APR, GPC-3.APR, GPC-4.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-5, PC-7, PC-8, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
	Major		63,00	42,00	21,00	
	Обязательные дисциплины программы		63,00	42,00	21,00	

1	Brand Marketing	C	9,00	9,00		GPC-1.APR, GPC-6.APR, GPC-7.APR, PC-2, PC-5, PC-6, UC-3, UC-4
2	Qualitative Methods of Data Collection and Analysis in the Theory and Practice of Communications	C	3,00	3,00		GPC-2.APR, GPC-4.APR, GPC-5.APR, PC-3, PC-5, PC-8, UC-1, UC-5
3	Legal Regulation and Provision of Communication Activities	C	6,00	6,00		GPC-2.APR, GPC-5.APR, PC-3, PC-4, PC-6, UC-1
4	Strategies and Management in Communications	C	12,00	12,00		GPC-1.APR, GPC-2.APR, GPC-3.APR, GPC-4.APR, GPC-5.APR, PC-2, PC-3, PC-4, PC-5, PC-6, UC-1, UC-2, UC-3, UC-4, UC-5
5	Crisis Communication	C	6,00	6,00		GPC-2.APR, GPC-4.APR, GPC-6.APR, PC-2, PC-3, PC-4, PC-5, PC-6, UC-1, UC-2
6	Digital Communications	C	6,00	6,00		GPC-1.APR, GPC-5.APR, PC-2, PC-5, PC-7, UC-1, UC-2
7	Brand Media in Communications Creation and Promotion Strategies	C	3,00		3,00	GPC-1.APR, GPC-4.APR, GPC-6.APR, PC-1, PC-2, PC-7, UC-3, UC-4
8	Communication in the Municipal Environment	C	6,00		6,00	GPC-2.APR, GPC-3.APR, GPC-5.APR, PC-1, PC-2, PC-3, PC-7, UC-1, UC-5
9	Communications and Development of Territories	C	3,00		3,00	GPC-2.APR, GPC-3.APR, GPC-5.APR, PC-2, PC-3, PC-8, UC-1, UC-4, UC-5
10	Personal Brand Management	C	6,00		6,00	GPC-2.APR, GPC-4.APR, GPC-5.APR, PC-2, PC-5, UC-4, UC-5, UC-6
11	Internal Communications	C	3,00		3,00	GPC-2.APR, GPC-4.APR, PC-1, PC-3, UC-1, UC-3
	<b>Magolego</b>		<b>9,00</b>	<b>6,00</b>	<b>3,00</b>	
1	All-university Pool MAGOLEGO Courses	E	9,00	6,00	3,00	UC-1, UC-5
	<b>Final State Certification (FSC)</b>		<b>3,00</b>		<b>3,00</b>	
1	Final Qualification Paper	C	3,00		3,00	GPC-1.APR, GPC-2.APR, GPC-3.APR, GPC-4.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-5, PC-7, PC-8, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6

**Curriculum agreed:**

Academic Supervisor	BUN E.V.	16.04.2024
Dean	BYSTRITSKIY A.G.	17.04.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	17.04.2024

\* Subject type:

Compulsory course

C

Elective course

E