



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 42.04.01 Advertising and Public Relations
 Educational Programme "Communications in the Public Sector and NGOs"
 Trajectories: "Communications in the Public Sector and NGOs"
 Implementing unit: Faculty of Creative Industries, HSE - Moscow

APPROVED
 19.04.2024
 Vice Rector
 ROSHCIN 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	
	Communications in Government Agencies and NGOs (Applied track)		120,00	60,00	60,00	
	Key Seminars		15,00	9,00	6,00	
1	Academic supervisor seminar "Project management in public and non-commercial sectors"	C	9,00	3,00	6,00	GPC-1.APR, GPC-2.APR, GPC-5.APR, GPC-7.APR, PC-1, PC-2, PC-7, UC-1, UC-2, UC-3, UC-4, UC-6
2	Seminar "Quantitative Data Basics"	C	3,00	3,00		GPC-4.APR, PC-3, PC-5, PC-6, PC-7, UC-4
3	Seminar «Introduction to regulatory policy»	C	3,00	3,00		GPC-2.APR, GPC-5.APR, GPC-7.APR, PC-3, PC-7, UC-1
	Internship		27,00	3,00	24,00	
	Project Internship		27,00	3,00	24,00	
1	Project	C	15,00	3,00	12,00	GPC-1.APR, GPC-2.APR, PC-3, PC-7
2	-	E	9,00		9,00	GPC-1.APR, PC-7, UC-1
3	-	C	3,00		3,00	GPC-1.APR, PC-7, UC-1
	Research Internship		9,00		9,00	
1	-	E	9,00		9,00	GPC-1.APR, PC-7, UC-1
	Major		66,00	45,00	21,00	
	Core Courses		33,00	30,00	3,00	
1	International Lobbying	C	3,00		3,00	GPC-2.APR, GPC-3.APR, GPC-5.APR, GPC-7.APR, PC-3, UC-1, UC-2, UC-5

2	Introduction to Political Communication	C	3,00	3,00		GPC-1.APR, GPC-2.APR, GPC-5.APR, GPC-7.APR, PC-3, PC-7, UC-1, UC-4, UC-5
3	Government Relations in Theory and Practice	C	9,00	9,00		GPC-2.APR, GPC-4.APR, GPC-5.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-7, UC-1, UC-2, UC-3
4	Communication Management in NGO	C	9,00	9,00		GPC-1.APR, GPC-2.APR, GPC-4.APR, GPC-5.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-7, UC-1, UC-2, UC-3
5	Basics of Data-Driven Communications	C	3,00	3,00		GPC-1.APR, GPC-4.APR, GPC-6.APR, PC-1, PC-2, PC-6, PC-7, UC-4
6	Qualitative methods in Communications	C	6,00	6,00		GPC-4.APR, PC-3, PC-5, PC-6, PC-7, UC-4
	Elective Courses		3,00	3,00		
1	Public Communication	E	3,00	3,00		GPC-1.APR, GPC-2.APR, GPC-3.APR, GPC-6.APR, PC-3, UC-1, UC-4, UC-5
2	Event Management	E	3,00	3,00		GPC-5.APR, GPC-7.APR, PC-1, PC-2, UC-2, UC-3
	Elective Courses		12,00	12,00		
1	Digital Communication for Governments and NGO	E	6,00	6,00		GPC-1.APR, GPC-2.APR, GPC-4.APR, GPC-5.APR, GPC-6.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-7, UC-4
2	Law-Making	E	6,00	6,00		GPC-2.APR, GPC-5.APR, GPC-7.APR, PC-1, PC-3, UC-1
3	Information and Analytical Work	E	6,00	6,00		GPC-5.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, UC-1, UC-3
	Elective Courses		3,00		3,00	
1	Reputation Management	E	3,00		3,00	GPC-2.APR, GPC-5.APR, GPC-7.APR, PC-3, PC-4, UC-3
2	Purchasing Management	E	3,00		3,00	GPC-2.APR, GPC-5.APR, UC-1
3	Political Decision Making	E	3,00		3,00	GPC-2.APR, GPC-5.APR, GPC-7.APR, PC-1, PC-3, UC-1
	Elective Courses		15,00		15,00	
1	Speechwriting and Image-building	E	3,00		3,00	GPC-1.APR, GPC-2.APR, GPC-4.APR, GPC-5.APR, GPC-7.APR, PC-2, PC-4, UC-4
2	Digital instruments in public sector	E	3,00		3,00	GPC-2.APR, GPC-5.APR, GPC-7.APR, PC-1, PC-3, UC-1
3	Urban communication	E	3,00		3,00	GPC-1.APR, GPC-2.APR, GPC-4.APR, GPC-5.APR, GPC-6.APR, GPC-7.APR, PC-2, PC-3, PC-7, UC-2
4	Crisis Communication	E	3,00		3,00	GPC-5.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, UC-1, UC-3

5	Legal support of business abroad	E	3,00		3,00	GPC-1.APR, GPC-2.APR, GPC-4.APR, GPC-5.APR, GPC-6.APR, GPC-7.APR, PC-2, PC-3, PC-4
6	Fundraising in Non-governmental Sector	E	3,00		3,00	PC-4, PC-6
	Magolego		9,00	3,00	6,00	
1	All-university Pool MAGOLEGO Courses	E	9,00	3,00	6,00	UC-1, UC-3, UC-4
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-1.APR, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, UC-1

Curriculum agreed:

Academic Supervisor LYUTIKOVA A.P. 19.03.2024

Dean BYSTRITSKIY A.G. 20.03.2024

Head of Centre for Educational Model Design LEPESHKIN I.A. 19.04.2024

* Subject type:

Compulsory course C

Elective course E