



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 42.03.01 Advertising and Public Relations

Educational Programme "Strategy and Production in Communications"

Specializations: "Art Direction and Branding Strategy", "Production and Event Management", "Visual Communication Strategies"

Implementing unit: Faculty of Creative Industries, HSE - Moscow

APPROVED

19.04.2024

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Years of Study: 2024/2025 - 2027/2028

Length of Programme: 4 years

Mode of Study: Full Time

Degree: Bachelor's degree

Block Code	Course	Subject type	Credits	Credits by Years				Planned Educational Programme Development Results
				1	2	3	4	
	Degree Programme		240,00	60,00	60,00	60,00	60,00	
	Major		152,00	41,00	43,00	41,00	27,00	
	Core Professional Block (Major)		90,00	33,00	31,00	15,00	11,00	
1	Introduction to Profession	C	5,00	5,00				GPC-7
2	History of Advertising	C	6,00	6,00				UC-5
3	Logic	C	3,00	3,00				UC-1
4	International Arts	C	6,00	6,00				GPC-3, UC-5
5	Basics of Mathematics and Statistics	C	4,00	4,00				UC-1, UC-2
6	Principles of Marketing	C	6,00	6,00				PC-1
7	Core Management Concepts	C	3,00	3,00				GPC-2
8	Methodologies for Ideas Development	C	3,00		3,00			GPC-4
9	Communication Projects Management	C	4,00		4,00			PC-7, UC-2
10	Festivals and Contests	C	3,00		3,00			GPC-1, GPC-3
11	Economics of Creative Projects	C	3,00		3,00			GPC-5, PC-6
12	Marketing Research	C	4,00		4,00			GPC-2, GPC-4, PC-1, UC-1
13	Analysis of Consumer Behavior	C	4,00		4,00			GPC-4, PC-1
14	Creative techniques in communication (offered in a foreign language)	C	3,00		3,00			GPC-1, GPC-3
15	Sociology of Mass Communication	C	3,00		3,00			GPC-2
16	Branding	C	4,00		4,00			PC-4
17	Brand and Communication Strategy Development	C	5,00			5,00		GPC-2, GPC-4, PC-10, PC-4, PC-5, PC-7
18	Basics of media planning	C	4,00			4,00		GPC-1, GPC-4, GPC-5, PC-2, PC-5
19	Fundamentals of Communication Theory	C	3,00			3,00		GPC-3, GPC-4, UC-1
20	Psychology of Advertising	C	3,00			3,00		GPC-4, UC-1

21	Social and Political Advertising	C	3,00				3,00	GPC-2, GPC-5, GPC-7
22	AI Technologies in Communication Content Creation	C	5,00				5,00	GPC-6
23	Law and Intellectual Property	C	3,00				3,00	GPC-5, GPC-7, PC-7
	Elective Professional Block (Major)		62,00	8,00	12,00	26,00	16,00	
	-		38,00	8,00	12,00	14,00	4,00	
1	Working with Application and Program Constructors	C	4,00		4,00			GPC-6
2	Scriptwriting	C	3,00			3,00		GPC-1, PC-8, PC-9, UC-4
3	Audiobranding	C	3,00			3,00		GPC-3, PC-9
4	Presentation Skills	C	4,00				4,00	GPC-1, PC-2, UC-4
5	Project Seminar "Advertising Laboratory" - 1	C	8,00	8,00				GPC-1, GPC-2, GPC-7, PC-8, PC-9, UC-3, UC-6
6	Project Seminar "Advertising Laboratory" - 2	C	8,00		8,00			GPC-2, GPC-3, GPC-6, GPC-7, PC-2, PC-7
7	Project Seminar "Advertising Laboratory" -3	C	8,00			8,00		GPC-1, GPC-2, GPC-7, PC-6, PC-7, PC-9
	Elective Courses		3,00			3,00		
1	Communications in Fashion Industry	E	3,00			3,00		GPC-3, PC-2, PC-6, PC-7
2	Podcast Production, Brand Media Creation	E	3,00			3,00		GPC-1, GPC-3, PC-2, PC-6, PC-7, PC-8
3	Creative Photography	E	3,00			3,00		GPC-1, GPC-6, PC-12, PC-2
	Art Direction and Branding Strategy		21,00			9,00	12,00	
1	Computer Graphics and Animation in Communications	C	4,00			4,00		GPC-1, GPC-6, PC-12, PC-2
2	Branding and Visual Communications	C	9,00			5,00	4,00	GPC-1, GPC-3, PC-11, PC-12, PC-2
3	Creative Video-Formats	C	4,00				4,00	PC-12
4	Sponsorship and Partnership	C	4,00				4,00	PC-7
	Visual Communication Strategies		21,00			9,00	12,00	
1	Gaming: Product Placement and Visual Communications	C	9,00			5,00	4,00	GPC-1, GPC-3, GPC-6, PC-12, PC-2
2	Creative Solutions for Digital Communications, New Visual Technologies	C	4,00			4,00		GPC-1, GPC-3, GPC-6, PC-12, PC-2
3	Creative Video-Formats	C	4,00				4,00	PC-12
4	Metaverse Integration Event and Hybrid Events	C	4,00				4,00	PC-12
	Production and Event Management		21,00			9,00	12,00	
1	Event Management	C	9,00			5,00	4,00	GPC-1, GPC-3, PC-2, PC-6, PC-7
2	Creative and Design in the Event Industry	C	4,00			4,00		GPC-1, GPC-3, GPC-6, PC-12, PC-2
3	Metaverse Integration Event and Hybrid Events	C	4,00				4,00	GPC-5, PC-12, PC-2
4	Sponsorship and Partnership	C	4,00				4,00	PC-7
	Internship		40,00	3,00	3,00	5,00	29,00	
	Professional Internship		5,00				5,00	
1	Work Experience Internship	C	5,00				5,00	GPC-1, GPC-4, PC-12, PC-2, PC-7, UC-3, UC-6
	Project Internship		35,00	3,00	3,00	5,00	24,00	
	Mandatory projects		26,00	3,00	3,00		20,00	
1	Mandatory Project	C	3,00	3,00				GPC-4, PC-2, UC-3, UC-6

2	Mandatory Project	C	3,00		3,00			GPC-4, PC-2, UC-2, UC-3, UC-6
3	Mandatory Project	C	20,00				20,00	GPC-4, PC-2, UC-2, UC-3, UC-6
	Thesis Work		4,00				4,00	
1	Preparation of Graduation Thesis	C	4,00				4,00	GPC-1, GPC-2, GPC-3, GPC-4, GPC-5, GPC-6, GPC-7, PC-1, PC-10, PC-11, PC-12, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9, UC-1, UC-10, UC-11, UC-2, UC-3, UC-4, UC-5, UC-6, UC-7, UC-8, UC-9
	Elective Projects		5,00				5,00	
1	Projects	E	5,00				5,00	GPC-2, GPC-4, GPC-6, PC-2, UC-2, UC-3, UC-6
	Research Internship							
	General Courses		14,00	13,00	1,00			
	Core General Courses		2,00	1,00	1,00			
1	Physical Training	C	1,00		1,00			UC-7
2	Safe Living Basics	C	1,00	1,00				UC-11, UC-8
	Optional General Courses		12,00	12,00				
1	Russian History	C	4,00	4,00				UC-1, UC-5
2	Foundations of Russian Statehood	C	2,00	2,00				UC-5
3	Legal Literacy	C	3,00	3,00				GPC-5, UC-10
4	Economics	C	3,00	3,00				GPC-5, UC-1, UC-10, UC-9
	Minor		20,00		10,00	10,00		
1	Minor	E	20,00		10,00	10,00		UC-1
	English		1,00				1,00	
	Examinations		1,00				1,00	
1	Independent English Exam							UC-4
2	Project Proposal	C	1,00				1,00	GPC-1, UC-1, UC-4
3	English Language Integrative Exam (offered in a foreign language)	C						UC-4
	Optional Courses							
1	Academic English Writing (offered in a foreign language)	O	2,00				2,00	UC-4
2	English language (offered in a foreign language)	O	14,00	8,00	6,00			GPC-1, UC-4
	Data Culture		10,00	3,00	3,00	4,00		
1	Programming in Python	C	3,00		3,00			GPC-6, PC-3
2	Digital Literacy	C	3,00	3,00				GPC-6, PC-3
3	Data analytics, artificial intelligence and generative models	C	3,00			3,00		GPC-6, PC-3
4	Data Science, AI and Generative Models Independent Test. Elementary	C	1,00			1,00		GPC-6, PC-3
5	External Examinations on Digital Skills. Entry-level	C						GPC-6
6	External Examinations on Digital Skills. Intermediate Level	C						GPC-6
7	Independent Programming Test. Elementary	C						GPC-6
8	External Examinations on Digital Skills. Final Level	C						GPC-6

9	Independent Digital Literacy Test	C					GPC-6
	Final State Certification (FSC)		3,00				3,00
	Thesis Work		3,00				3,00
1	Presenting of Graduation Thesis	C	3,00				GPC-1, GPC-2, GPC-3, GPC-4, GPC-5, GPC-6, GPC-7, PC-1, PC-10, PC-11, PC-12, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9, UC-1, UC-2, UC-4, UC-5, UC-6
	State Examinations						

Curriculum agreed:

Academic Supervisor	KOTSYUBA A.S.	01.04.2024
Dean	BYSTRITSKIY A.G.	01.04.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	17.04.2024

* Subject type:

Compulsory course	C
Elective course	E
Optional course	O