



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 42.03.01 Advertising and Public Relations,
42.03.05 Media Communications

Educational Programme "Advertising and Public Relations"

Specializations: "Advertising", "Communication Research", "Culture and Communications", "Digital Communications", "HR Brand Management",
"Marketing Communication", "Political Communications", "Public Relations", "Sustainable Development Communications"

Implementing unit: Faculty of Creative Industries, HSE - Moscow

APPROVED

16.04.2024

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		169,00	41,00	41,00	43,00	44,00	
	Core Professional Block (Major)		100,00	32,00	35,00	25,00	8,00	
1	Fundamentals of Communication Theory (Part 1)	C	4,00		4,00			PC-1, PC-10, UC-1
2	Fundamentals of Communication Theory (Part 2) (offered in a foreign language)	C	3,00		3,00			GPC-1.APR, PC-1, PC-10, UC-1
3	Principles of Marketing	C	3,00		3,00			GPC-4.APR, GPC-7.APR, PC-20, PC-4
4	Marketing Research and Situational Analysis	C	4,00		4,00			GPC-4.APR, PC-1, PC-20, PC-5, PC-8
5	Sociology of Mass Communication	C	4,00		4,00			GPC-2.APR, PC-1, PC-12
6	Political Science and Communications in Political Processes and Institutions	C	4,00		4,00			GPC-2.APR, GPC-5.APR, PC-24, PC-25
7	Media Consumption and Media Effects	C	5,00		5,00			GPC-1.APR, GPC-2.APR, GPC-3.APR, UC-1
8	Administrative and Legal Regulation in Communications	C	4,00			4,00		GPC-2.APR, GPC-5.APR, PC-11, PC-7
9	Integrated Communications Management	C	14,00			10,00	4,00	GPC-2.APR, GPC-3.APR, GPC-5.APR, GPC-7.APR, PC-15, PC-18
10	Media Planning	C	4,00			4,00		GPC-2.APR, GPC-6.APR, PC-5, PC-7
11	Performance Marketing	C	4,00				4,00	GPC-6.APR, PC-2, PC-5, PC-6
12	Communication Projects Management	C	4,00			4,00		GPC-6.APR, PC-6, PC-7
13	Data and Digital Ethics	C	3,00			3,00		GPC-2.APR, GPC-3.APR, GPC-4.APR, GPC-5.APR, GPC-7.APR, PC-1, PC-10, PC-17, PC-6, UC-2, UC-3, UC-4, UC-5
14	Basics of Dramaturgy	C	3,00		3,00			GPC-1.APR, GPC-3.APR, GPC-4.APR, PC-12, PC-14, UC-5

15	Error and Norm: Fow They Speak and Write in Russian	C	5,00		5,00			GPC-3.APR, PC-7, UC-5
16	Introduction to Digital Communications	C	3,00	3,00				GPC-6.APR, PC-22
17	Theory and Practice of Information and Analytical Work	C	5,00	5,00				GPC-6.APR, PC-3, PC-7, UC-1
18	Introduction to Speciality and History of Communications	C	4,00	4,00				PC-11, PC-18, UC-1
19	Economics	C	3,00	3,00				UC-1, UC-10, UC-9
20	Advanced Mathematics and Statistics	C	6,00	6,00				UC-1, UC-2
21	Psychology of Communication	C	5,00	5,00				PC-13, PC-20
22	Core Management Concepts	C	3,00	3,00				GPC-7.APR, PC-18, PC-8, UC-3, UC-6
23	History and Theory of Culture	C	3,00	3,00				GPC-3.APR, PC-7, UC-5
	Elective Professional Block (Major)		69,00	9,00	6,00	18,00	36,00	
	Research Seminars		21,00	6,00	6,00	6,00	3,00	
1	Research Seminar - 2	C	6,00		6,00			GPC-6.APR, PC-1, PC-10, PC-2
2	Research Seminar - 3	C	6,00			6,00		GPC-6.APR, PC-10, PC-2, PC-3
3	Research Seminar - 4	C	3,00				3,00	PC-1, PC-10, PC-11, PC-3
4	Research Seminar - 1	C	6,00	6,00				PC-1, PC-10, PC-11, PC-2, PC-3, UC-1
	Вариативный профессиональный (Major)		20,00	3,00		6,00	11,00	
1	The Theory of International Relations (offered in a foreign language)	C	3,00				3,00	GPC-2.APR, PC-12, UC-5
2	Conflictology	C	3,00			3,00		PC-13, UC-3
3	Negotiation Skills	C	3,00				3,00	PC-11, PC-12, PC-13, UC-3
4	Cultural and Creative Industries (offered in a foreign language)	C	3,00			3,00		GPC-3.APR, GPC-7.APR
5	Artificial Intelligence in Communications	C	5,00				5,00	GPC-6.APR
6	Logic	C	3,00	3,00				UC-1
	Specialization Disciplines		12,00			6,00	6,00	
1	Advertising Creation	C	8,00			6,00	2,00	PC-17, PC-18
2	Brand - Marketing	C	8,00			6,00	2,00	PC-16, PC-20, PC-23
3	Digital Communications	C	8,00			6,00	2,00	GPC-6.APR, PC-22, PC-7
4	Instruments and Methods in Communication Research	C	8,00			6,00	2,00	GPC-6.APR, PC-10, PC-11, PC-19
5	Interaction with the Media and Content Design Technique	C	8,00			6,00	2,00	GPC-5.APR, GPC-7.APR, PC-11, PC-15, PC-18
6	Introduction to Applied Political Communications	C	8,00			6,00	2,00	PC-24, PC-25
7	Culture and Communication	C	8,00			6,00	2,00	GPC-3.APR, PC-11, PC-12, UC-5
8	HR Brand Management in Digital Environment	C	8,00			6,00	2,00	PC-11, PC-16, PC-8
9	Sustainable Development Communications	C	8,00			6,00	2,00	PC-11, PC-12, PC-13, PC-16
10	Video-Audio Production of Communication Products	C	4,00				4,00	GPC-6.APR, PC-17
11	Digital Agency Management	C	4,00				4,00	PC-18, PC-22
12	Brand from Scratch	C	4,00				4,00	PC-20, PC-21
13	BI Systems: Visualization and Dashboards	C	4,00				4,00	PC-10, PC-19, PC-3, PC-5
14	Global Visual Culture	C	4,00				4,00	GPC-3.APR, PC-12
15	Internal Communications	C	4,00				4,00	PC-16, PC-18

16	Political Parties and the Electoral Process in Russia and Abroad	C	4,00			4,00	PC-24, PC-25
17	Internal Communications	C	4,00			4,00	PC-16, PC-18
18	Internal Communications	C	4,00			4,00	PC-16, PC-18
	Специализация "Связи с общественностью" (блок 1)		8,00			8,00	
1	Crisis Communication	E	4,00			4,00	PC-11, PC-9
2	Non-Media Communications	E	4,00			4,00	PC-15, PC-7
3	Social Marketing	E	4,00			4,00	PC-11, PC-12, PC-15, PC-16
	Специализация "Связи с общественностью" (блок 2)		8,00			8,00	
1	Creative in Digital Communications	E	4,00			4,00	PC-14, PC-22
2	Trends in the Development of PR Technology: the Series of Master Classes	E	4,00			4,00	PC-15, PC-18
3	Content Marketing	E	4,00			4,00	PC-20, PC-23
4	Metrics in Communications	E	4,00			4,00	PC-20, PC-23
	Специализация "Коммуникации в цифровой среде" (1 блок)		8,00				
1	Data Driven Online Marketing	E	4,00			4,00	PC-22, PC-3
2	Stream Sales in Digital Communications	E	4,00			4,00	PC-11, PC-20
3	UX/UI Research and Analytics	E	4,00			4,00	PC-3, PC-5
	Специализация "Коммуникации в цифровой среде" (2 блок)		8,00				
1	SMM Practice and SMCS (Management and Promotion)	E	4,00			4,00	PC-22
2	Metaverse Integration Event and Hybrid Events	E	4,00			4,00	PC-18, PC-22
3	Brand Analytics Certification	E	4,00			4,00	PC-3
	Специализация "Реклама" (блок 1)		8,00				
1	Stream Sales in Digital Communications	E	4,00			4,00	PC-11, PC-20
2	Non-Media Communications	E	4,00			4,00	PC-18, PC-7
3	Social Marketing	E	4,00			4,00	PC-11, PC-12, PC-15, PC-16
	Специализация "Реклама" (блок 2)		8,00				
1	Creative in Digital Communications	E	4,00			4,00	PC-14, PC-22
2	Trends Advertising: a Series of Master Classes	E	4,00			4,00	PC-18, PC-4
3	Copywriting	E	4,00			4,00	PC-11, PC-14
	Специализация "Исследования в коммуникациях" (блок 1)		8,00				
1	Qualitative Methods in Communication Research	E	4,00			4,00	PC-1
2	Reputation Research	E	4,00			4,00	PC-1, PC-2, PC-3
3	UX/UI Research and Analytics	E	4,00			4,00	PC-3, PC-5
	Специализация "Исследования в коммуникациях" (блок 2)		8,00				
1	Media Research: Measurement and Metrics	E	4,00			4,00	PC-1, PC-3
2	Cognitive Research and Neuromarketing	E	4,00			4,00	PC-1, PC-10, PC-11
3	Metrics in Communications	E	4,00			4,00	PC-3
	Employer Brand Management		8,00				

1	Crisis Communication	E	4,00			4,00	PC-7, PC-8
2	Social Marketing	E	4,00			4,00	PC-11, PC-22
3	Creating a Personal Brand	E	4,00			4,00	PC-11, PC-13, PC-8
	Employer Brand Management		8,00				
1	Psychology of Human Resource Management	E	4,00			4,00	PC-16
2	Promotion Tools of the Employer's Brand among Job Seekers	E	4,00			4,00	PC-8
3	Copywriting	E	4,00			4,00	PC-11, PC-14
	Специализация "Культура и коммуникации" (1 блок)		8,00				
1	Cultural Project Conception: From Idea to Implementation	E	4,00			4,00	PC-2, PC-5, PC-7
2	Creating a Personal Brand	E	4,00			4,00	PC-11
3	Semiosphere and Social Symbolism	E	4,00			4,00	GPC-3.APR, UC-1, UC-5
	Специализация "Культура и коммуникации" (2 блок)		8,00				
1	Microcultures and Globalization	E	4,00			4,00	PC-11, PC-12
2	Cultural Intelligence and Cultural Literacy	E	4,00			4,00	UC-5
3	Sponsorship and Partnership	E	4,00			4,00	PC-26, PC-6, PC-7
	Специализация "Политические коммуникации" (блок 1)		8,00				
1	Crisis Communication	E	4,00			4,00	PC-11, PC-9
2	Qualitative Methods in Communication Research	E	4,00			4,00	PC-12, PC-15
3	Conflicts and Crises in the Socio-Political Environment	E	4,00			4,00	PC-13, PC-24
	Специализация "Политические коммуникации" (блок 2)		8,00				
1	Media Research: Measurement and Metrics	E	4,00			4,00	PC-1, PC-3
2	Business - Government Interaction: Russian and Foreign Experience	E	4,00			4,00	PC-24, UC-1
3	Specificities of Electoral Behavior	E	4,00			4,00	PC-24, PC-25
	-		8,00				
1	Advertising Creative Development	E	4,00			4,00	PC-14, PC-17
2	Non-Media Communications	E	4,00			4,00	PC-17, PC-7
3	Communication in Digital. New Channels	E	4,00			4,00	PC-22
	-		8,00				
1	Content Marketing	E	4,00			4,00	PC-20, PC-23
2	Trends Advertising: a Series of Master Classes	E	4,00			4,00	GPC-7.APR, PC-18, PC-4
3	Brandformance Marketing	E	4,00			4,00	PC-4
	.		8,00				
1	Crisis Communication	E	4,00			4,00	PC-11, PC-9
2	Reputation Research	E	4,00			4,00	PC-1, PC-2, PC-3
3	Social Marketing	E	4,00			4,00	PC-11, PC-12, PC-15, PC-16
	Sustainable Development Communications		8,00				
1	Psychology of Human Resource Management	E	4,00			4,00	PC-11, PC-13, PC-8

2	Promotion Tools of the Employer's Brand among Job Seekers	E	4,00				4,00	PC-8
3	Sponsorship and Partnership	E	4,00				4,00	PC-26, PC-6, PC-7
	Internship		46,00	6,00	15,00	13,00	12,00	
	Professional Internship		4,00			4,00		
1	Work Experience Internship	C	4,00			4,00		GPC-1.APR, GPC-4.APR, PC-11, PC-2, PC-7, UC-3, UC-6
	Project Internship		24,00	6,00	5,00	9,00	4,00	
	Mandatory projects		17,00	3,00	5,00	9,00		
1	Mandatory projects	C	12,00	3,00	5,00	4,00		GPC-1.APR, GPC-4.APR, PC-11, PC-2, UC-2, UC-3, UC-6
2	Term Paper	C	5,00			5,00		GPC-1.APR, GPC-3.APR, PC-1, PC-10, PC-2, UC-1, UC-4, UC-6
	Elective Projects		7,00	3,00			4,00	
1	Projects	E	7,00	3,00			4,00	GPC-2.APR, PC-1, PC-11, PC-2, UC-2, UC-3
	Research Internship		9,00		5,00		4,00	
1	Preparation of the Graduate Thesis	C	4,00				4,00	GPC-1.APR, GPC-2.APR, GPC-3.APR, GPC-4.APR, GPC-5.APR, GPC-6.APR, GPC-7.APR, PC-1, PC-10, PC-11, PC-12, PC-13, PC-14, PC-15, PC-16, PC-17, PC-18, PC-19, PC-2, PC-20, PC-21, PC-22, PC-23, PC-24, PC-25, PC-26, 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-8, UC-9
2	Interdisciplinary Term Paper	C	5,00		5,00			GPC-1.APR, GPC-3.APR, PC-1, PC-10, PC-2, UC-1, UC-4, UC-6
	General Courses		14,00	13,00	1,00			
	Core General Courses		2,00	1,00	1,00			
1	Safe Living Basics	C	1,00	1,00				UC-11, UC-8
2	Physical Training	C	1,00		1,00			UC-7
	Optional General Courses		12,00	12,00				
1	Foundations of Russian Statehood	C	2,00	2,00				UC-5
2	Russian History	C	4,00	4,00				UC-1, UC-5
3	Philosophy	C	3,00	3,00				UC-5
4	Legal Literacy	C	3,00	3,00				UC-10
	English		1,00				1,00	
	Examinations		1,00				1,00	
1	Independent English Exam (offered in a foreign language)	C						UC-4
2	Project Proposal (offered in a foreign language)	C	1,00				1,00	GPC-1.APR, UC-1, UC-4
3	English Language Integrative Exam (offered in a foreign language)	C						UC-4
	Optional Courses							

1	English Language (offered in a foreign language)	O	14,00	8,00	6,00		GPC-1.APR, UC-4
2	Academic English Writing (offered in a foreign language)	O	2,00			2,00	UC-4
	Data Culture		7,00		3,00	4,00	
1	Programming in Python	C	3,00		3,00		GPC-6.APR, PC-3
2	Data analytics, artificial intelligence and generative models	C	3,00			3,00	PC-3
3	Independent Programming Test. Elementary	C					PC-3
4	Data Science, AI and Generative Models Independent Test. Elementary	C	1,00			1,00	GPC-6.APR, PC-3
5	External Examinations on Digital Skills. Entry-level	C					GPC-6.APR
6	External Examinations on Digital Skills. Intermediate Level	C					GPC-6.APR
7	External Examinations on Digital Skills. Final Level	C					GPC-6.APR
8	Independent Digital Literacy Test	C					GPC-6.APR
	Final State Certification (FSC)		3,00			3,00	
	Thesis Work		3,00			3,00	
1	Presenting of Graduation Thesis	C	3,00			3,00	GPC-1.APR, GPC-2.APR, GPC-3.APR, GPC-4.APR, GPC-5.APR, GPC-6.APR, GPC-7.APR, PC-1, PC-10, PC-11, PC-12, PC-13, PC-14, PC-15, PC-16, PC-17, PC-18, PC-19, PC-2, PC-20, PC-21, PC-22, PC-23, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
	State Examinations						

Curriculum agreed:

Academic Supervisor MORDVINOVA M.A. 08.04.2024

Dean BYSTRITSKIY A.G. 08.04.2024

Head of Centre for Educational Model Design LEPESHKIN I.A. 15.04.2024

* Subject type:

Compulsory course C
 Elective course E
 Optional course O