



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 "Global Digital Communications"

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 - 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		181,00	43,00	43,00	47,00	48,00	
	Core Professional Block (Major)		100,00	39,00	23,00	4,00	34,00	
1	History and Fundamentals of Intercultural Communication	C	4,00		4,00			GPC-1.APR, GPC-2.APR, UC-4, UC-5
2	Basics of Dramaturgy	C	3,00		3,00			GPC-1.APR, GPC-2.APR, GPC-3.APR
3	Creative in Digital Communications	C	4,00		4,00			GPC-3.APR, GPC-6.APR, PC-8
4	Branding (offered in a foreign language)	C	6,00		6,00			GPC-6.APR, PC-4, PC-7
5	Production of Audiovisual Streaming Content	C	6,00		6,00			PC-7, PC-8
6	Data Visualization	C	4,00			4,00		PC-6, UC-2
7	Psychology of Online Communication (offered in a foreign language)	C	4,00				4,00	GPC-4.APR, GPC-7.APR, PC-3
8	Communication Projects Management	C	6,00				6,00	GPC-2.APR, GPC-4.APR, GPC-5.APR, GPC-6.APR, PC-13
9	Remote Distributed Business Communications	C	8,00				8,00	PC-13, UC-3
10	Economics of Communication	C	4,00				4,00	GPC-7.APR, PC-5, UC-9
11	Integrated Campaign Management Strategy	C	4,00				4,00	GPC-2.APR, GPC-4.APR, GPC-5.APR, GPC-7.APR, PC-9
12	Specifics of Digital Communications in Different Regions and Countries	C	8,00				8,00	GPC-5.APR, PC-9, UC-4
13	Fundamentals of Communication Theory	C	4,00	4,00				GPC-3.APR, PC-10, UC-1, UC-5
14	Content Creation and Management in Social Media	C	9,00	9,00				GPC-1.APR, GPC-6.APR, PC-7, PC-8
15	Principles of Marketing	C	4,00	4,00				GPC-4.APR, GPC-7.APR, PC-1
16	History of Advertising	C	3,00	3,00				UC-1

17	Error and Norm: Fow They Speak and Write in Russian	C	3,00	3,00				GPC-1.APR, GPC-3.APR, UC-4, UC-5
18	Administrative and Legal Regulation in Communications	C	4,00	4,00				GPC-5.APR, UC-1, UC-10, UC-2
19	Ethics in Digital Technologies	C	3,00	3,00				GPC-2.APR, GPC-3.APR, GPC-4.APR, GPC-5.APR, GPC-7.APR
20	Core Management Concepts	C	4,00	4,00				GPC-2.APR, GPC-7.APR, UC-2, UC-3, UC-6
21	Foundations of Probability Theory and Mathematical Statistics	C	5,00	5,00				UC-1, UC-2
	Elective Professional Block (Major)		81,00	4,00	20,00	43,00	14,00	
	Elective Professional Block (Major)		81,00	4,00	20,00	43,00	14,00	
	Variative courses		75,00	4,00	14,00	43,00	14,00	
1	Professional Certification in Social Media (SM)	C	4,00		4,00			PC-7
2	Digital Reputation Management	C	6,00		6,00			GPC-6.APR, PC-13
3	Design Thinking (offered in a foreign language)	C	4,00		4,00			GPC-4.APR, PC-1, UC-1
4	Professional Certification in Data Analytics (offered in a foreign language)	C	6,00			6,00		PC-7
5	Customer Journey Research and Data Analysis in Marketplaces	C	6,00			6,00		PC-1, PC-7
6	Customer Journey Research and Data Analysis in App Stores and Super-Apps of Major Companies	C	6,00			6,00		GPC-6.APR, PC-1, PC-7
7	Research and Analysis of Structured and Unstructured Data on the Internet	C	16,00			16,00		GPC-6.APR, PC-11, PC-12, PC-2
8	Multi-User Presence and Streaming Entities	C	4,00				4,00	PC-14, PC-7
9	Communication with Artificial Intilligence	C	4,00				4,00	GPC-6.APR, PC-10, PC-12
10	Cryptocurrencies and Blockchain (offered in a foreign language)	C	3,00				3,00	GPC-4.APR, PC-10
11	International Payment Systems	C	3,00				3,00	GPC-5.APR, PC-10
12	Project seminar - 1	C	4,00	4,00				GPC-4.APR, PC-1, PC-14, PC-5, PC-6, UC-6
13	Project Seminar - 2	C	9,00			9,00		GPC-4.APR, PC-1, PC-14, PC-5, PC-6, UC-6
	Elective Courses		6,00		6,00			
1	Semiosphere and Social Symbolism	E	3,00		3,00			PC-3
2	Non-Media Communications	E	3,00		3,00			PC-4
3	Social Marketing	E	3,00		3,00			PC-9
4	Microcultures and Globalization	E	3,00		3,00			PC-13
	Internship		33,00	4,00	10,00	9,00	10,00	
	Professional Internship		6,00		6,00			
1	Work Experience Internship	C	6,00		6,00			GPC-1.APR, GPC-4.APR, PC-6, PC-8, PC-9, UC-3, UC-6
	Project Internship		21,00	4,00	4,00	9,00	4,00	
	Mandatory projects		18,00	4,00	4,00	6,00	4,00	
1	Mandatory Projects	C	18,00	4,00	4,00	6,00	4,00	GPC-1.APR, PC-6, PC-8, PC-9, UC-2, UC-3

	Elective Projects		3,00			3,00	
1	Projects	E	3,00			3,00	GPC-1.APR, PC-6, PC-8, PC-9, UC-2, UC-3
	Research Internship		6,00			6,00	
1	Preparation of the Graduate Thesis	C	6,00			6,00	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-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-8, UC-9
	General Courses		14,00	10,00	4,00		
	Core General Courses		2,00	1,00	1,00		
1	Safe Living Basics	C	1,00	1,00			UC-10, UC-11, UC-8
2	Physical Training	C	1,00		1,00		UC-7
	Optional General Courses		12,00	9,00	3,00		
1	Philosophy	C	3,00		3,00		UC-1, UC-5
2	Russian History	C	4,00	4,00			UC-1, UC-5
3	Foundations of Russian Statehood	C	2,00	2,00			UC-5
4	Economics	C	3,00	3,00			GPC-7.APR, PC-5, UC-1, UC-10, UC-9
	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.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		UC-4
2	Academic English Writing (offered in a foreign language)	O	2,00			2,00	UC-4
	Data Culture		10,00	3,00	3,00	4,00	
1	Programming in Python	C	3,00		3,00		GPC-6.APR
2	Independent Programming Test. Elementary	C					GPC-6.APR, PC-2
3	Data Science, AI and Generative Models Independent Test. Elementary	C					GPC-6.APR, PC-11
4	Independent Digital Literacy Test	C					GPC-6.APR, PC-2
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	Data analytics, artificial intelligence and generative models	C	4,00			4,00	GPC-6.APR, PC-11, PC-12, PC-2
9	Digital Literacy	C	3,00	3,00			GPC-4.APR, PC-2, UC-1
	Final State Certification (FSC)		1,00			1,00	
	Thesis Work		1,00			1,00	

