



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 42.03.01 Advertising and Public Relations  
Educational Programme "Advertising and Public Relations"

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

Implementing unit: Faculty of Creative Industries, HSE - Moscow

Years of Study: 2022/2023 - 2025/2026

Length of Programme: 4 years

Mode of Study: Full Time

Degree: Bachelor's degree

APPROVED  
31.05.2022  
Vice Rector  
ROSHCHIN S.Y.  
Signed with EDS

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		159,00	36,00	36,00	38,00	49,00	
	Core Professional Block (Major)		105,00	31,00	32,00	23,00	19,00	
1	Fundamentals of Communication Theory (Part 1)	C	4,00		4,00			PC-1, PC-10, UC-1
2	Media Consumption and Media Effects	C	4,00		4,00			GPC-1, GPC-2, GPC-3, UC-1
3	Political Science and Communications in Political Processes and Institutions	C	5,00		5,00			GPC-2, GPC-5, PC-24, PC-25
4	Marketing Research and Situational Analysis	C	5,00		5,00			GPC-4, PC-1, PC-20, PC-5, PC-8
5	Principles of Marketing	C	4,00		4,00			GPC-4, GPC-7, PC-20, PC-4
6	Sociology of Mass Communication	C	4,00		4,00			GPC-2, PC-1, PC-12
7	Video in Content Creation	C	3,00		3,00			GPC-1, GPC-3, PC-14, PC-17, PC-22
8	Fundamentals of Communication Theory (Part 2) (offered in a foreign language)	C	3,00		3,00			GPC-7, PC-1, PC-10, UC-1
9	Design and Infographics Basics	C	5,00				5,00	GPC-1, PC-2
10	Integrated Communications Management	C	11,00			8,00	3,00	GPC-2, GPC-3, GPC-5, GPC-7, PC-15, PC-18
11	Communication Projects Management	C	4,00			4,00		GPC-6, PC-6, PC-7
12	Media Planning	C	4,00			4,00		GPC-2, GPC-6, PC-5, PC-7
13	Administrative and Legal Regulation in Communications	C	4,00			4,00		GPC-2, GPC-5, PC-11, PC-7
14	Conflictology	C	3,00			3,00		PC-13, UC-3
15	Negotiation Skills	C	4,00				4,00	PC-11, PC-12, PC-13, UC-3
16	Performance Marketing	C	4,00				4,00	GPC-6, PC-2, PC-5, PC-6
17	The Theory of International Relations (offered in a foreign language)	C	3,00				3,00	GPC-2, PC-12, UC-5

18	Introduction to Digital Communications	C	3,00	3,00				GPC-6, PC-22
19	Introduction to Speciality and History of Communications	C	5,00	5,00				PC-11, PC-18, UC-1
20	Theory and Practice of Information and Analytical Work	C	5,00	5,00				GPC-6, PC-3, PC-7, UC-1
21	Psychology of Communication	C	5,00	5,00				PC-13, PC-20
22	Logic	C	3,00	3,00				UC-1
23	Core Management Concepts	C	3,00	3,00				GPC-7, PC-18, PC-8, UC-3, UC-6
24	Advanced Mathematics and Statistics	C	7,00	7,00				UC-1, UC-2
	<b>Elective Professional Block (Major)</b>		<b>54,00</b>	<b>5,00</b>	<b>4,00</b>	<b>15,00</b>	<b>30,00</b>	
	<b>Elective Courses</b>		<b>3,00</b>			<b>3,00</b>		
1	Cultural and Creative Industries (offered in a foreign language)	E	3,00			3,00		GPC-3, GPC-7
2	Religions and Society in China (offered in a foreign language)	E	3,00			3,00		UC-1, UC-5
3	Introduction to Neuroeconomics: How the Brain Makes Decisions (offered in a foreign language)	E	3,00			3,00		UC-1
	<b>Elective Professional Block (Major)</b>		<b>6,00</b>			<b>3,00</b>	<b>3,00</b>	
1	Data analytics, artificial intelligence and generative models	C	3,00			3,00		GPC-6
2	Artificial Intelligence in Communications	C	3,00				3,00	GPC-6
	<b>Научно - исследовательские семинары</b>		<b>19,00</b>	<b>5,00</b>	<b>4,00</b>	<b>4,00</b>	<b>6,00</b>	
1	Research Seminar - 2	C	4,00		4,00			GPC-6, PC-1, PC-10, PC-2
2	Research Seminar - 3	C	4,00			4,00		GPC-6, PC-10, PC-2, PC-3
3	Research Seminar - 4	C	6,00				6,00	PC-1, PC-10, PC-11, PC-3
4	Research Seminar - 1	C	5,00	5,00				PC-1, PC-10, PC-11, PC-2, PC-3, UC-1
	<b>Обязательные дисциплины специализации</b>		<b>12,00</b>			<b>5,00</b>	<b>7,00</b>	
1	Brand - Marketing	C	8,00			5,00	3,00	PC-16, PC-20, PC-23
2	Introduction to Applied Political Communications	C	8,00			5,00	3,00	PC-24, PC-25
3	Instruments and Methods in Communication Research	C	8,00			5,00	3,00	GPC-6, PC-10, PC-11, PC-19, PC-6, PC-8
4	Digital Communications	C	8,00			5,00	3,00	PC-22, PC-23, PC-7
5	Culture and Communication	C	8,00			5,00	3,00	GPC-3, PC-11, PC-12, UC-5
6	Interaction with the Media and Content Design Technique	C	8,00			5,00	3,00	GPC-5, GPC-7, PC-11, PC-15, PC-18
7	Advertising Creation	C	8,00			5,00	3,00	PC-17, PC-18
8	Employer Brand Management	C	8,00			5,00	3,00	PC-11, PC-16, PC-8
9	Video-Audio Production of Communication Products	C	4,00				4,00	GPC-6, PC-17
10	Digital Agency Management	C	4,00				4,00	PC-18, PC-22
11	Brand from Scratch	C	4,00				4,00	PC-20, PC-21
12	Instruments and Methods to Large-Scale Text Data Analysis	C	4,00				4,00	PC-10, PC-19, PC-3, PC-5
13	Global Visual Culture	C	4,00				4,00	GPC-3, PC-12
14	Internal Communications	C	4,00				4,00	PC-16, PC-18
15	Specificities of Electoral Behavior	C	4,00				4,00	PC-24, PC-25

16	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)		6,00			6,00	
1	Creative in Digital Communications	E	3,00			3,00	PC-14, PC-22
2	Trends in the Development of PR Technology: the Series of Master Classes	E	3,00			3,00	PC-15, PC-18
3	Content Marketing	E	3,00			3,00	PC-20, PC-23
	Специализация "Маркетинг" (блок 1)		8,00			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
	Специализация "Маркетинг" (блок 2)		6,00			6,00	
1	Brandformance Marketing	E	3,00			3,00	PC-4
2	Trends Advertising: a Series of Master Classes	E	3,00			3,00	GPC-2, PC-4
3	Content Marketing	E	3,00			3,00	PC-20, PC-23
	Специализация "Коммуникации в цифровой среде" (1 блок)		8,00			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)		6,00			6,00	
1	SMM Practice and SMCS (Management and Promotion)	E	3,00			3,00	PC-22
2	Digital Start-Up	E	3,00			3,00	PC-18, PC-22
3	Brand Analytics Certification	E	3,00			3,00	PC-3
	Специализация "Реклама" (блок 1)		8,00			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)		6,00			6,00	
1	Creative in Digital Communications	E	3,00			3,00	PC-14, PC-22
2	Trends Advertising: a Series of Master Classes	E	3,00			3,00	PC-18, PC-4
3	Copywriting	E	3,00			3,00	PC-11, PC-14
	Специализация "Исследования в коммуникациях" (блок 1)		8,00			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)		6,00				6,00	
1	Media Research: Measurement and Metrics	E	3,00				3,00	PC-1, PC-3
2	Cognitive Research and Neuromarketing	E	3,00				3,00	PC-1, PC-10, PC-11
3	Brand Analytics Certification	E	3,00				3,00	PC-3
	Employer Brand Management		8,00				8,00	
1	Contemporary Forms and Approaches of Staff Development	E	4,00				4,00	PC-7, PC-8
2	Digital Celebrity	E	4,00				4,00	PC-11, PC-22
3	Psychology of Human Resource Management	E	4,00				4,00	PC-11, PC-13, PC-8
	Employer Brand Management		6,00				6,00	
1	Corporate Social Responsibility	E	3,00				3,00	PC-16
2	Promotion Tools of the Employer's Brand among Job Seekers	E	3,00				3,00	PC-8
3	Copywriting	E	3,00				3,00	PC-11, PC-14
	Специализация "Культура и коммуникации" (1 блок)		8,00				8,00	
1	Project Management and Entrepreneurship in Cultural Industries	E	4,00				4,00	PC-2, PC-5, PC-7
2	Digital Celebrity	E	4,00				4,00	PC-11
3	Semiosphere and Social Symbolism	E	4,00				4,00	GPC-3, UC-1, UC-5
	Специализация "Культура и коммуникации" (2 блок)		6,00				6,00	
1	Microcultures and Globalization	E	3,00				3,00	PC-11, PC-12
2	Communication Space of Urban Environment	E	3,00				3,00	UC-5
3	Sponsorship and Partnership	E	3,00				3,00	PC-26, PC-6, PC-7
	Специализация "Политические коммуникации" (блок 1)		8,00				8,00	
1	Crisis Communication	E	4,00				4,00	PC-11, PC-9
2	Business - Government Interaction: Russian and Foreign Experience	E	4,00				4,00	PC-12, PC-15
3	Political Conflict	E	4,00				4,00	PC-13, PC-24
	Специализация "Политические коммуникации" (блок 2)		6,00				6,00	
1	Media Research: Measurement and Metrics	E	3,00				3,00	PC-1, PC-3
2	History of Political Consulting	E	3,00				3,00	PC-24, UC-1
3	Political Parties and the Electoral Process in Russia and Abroad	E	3,00				3,00	PC-24, PC-25
	Internship		35,00	7,00	10,00	11,00	7,00	
	Professional Internship		4,00			4,00		
1	Work Experience Internship	C	4,00			4,00		GPC-1, GPC-4, PC-11, PC-2, PC-7, UC-3, UC-6
	Project Internship		22,00	7,00	5,00	7,00	3,00	
	Term Project		4,00			4,00		
1	Term Project	C	4,00			4,00		PC-1, PC-10, PC-2, PC-3, PC-7, UC-1
	Mandatory projects		11,00	3,00	5,00	3,00		

1	Mandatory Project "Integrated Communications Management"	C	3,00			3,00	GPC-1, GPC-4, PC-11, PC-2, UC-2, UC-3, UC-6
2	Mandatory Training Project	C	3,00	3,00			GPC-1, GPC-4, PC-11, PC-2, UC-2, UC-3, UC-6
3	Mandatory Project	C	5,00		5,00		GPC-1, GPC-4, PC-11, PC-2, UC-2, UC-3, UC-6
	Elective Projects		7,00	4,00			3,00
1	Elective Projects	C	7,00	4,00			3,00
	Research Internship		9,00		5,00		4,00
1	Term Paper	C	5,00		5,00		PC-1, PC-10, PC-11, PC-2, UC-1
2	Preparation of Graduation Thesis	C	4,00				4,00
	General Courses		18,00	17,00	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		16,00	16,00			
1	Elective General Courses	E	4,00	4,00			UC-1
2	Economics	C	4,00	4,00			GPC-5, UC-1, UC-10, UC-9
3	Legal Literacy	C	4,00	4,00			GPC-5, UC-1, UC-10, UC-2
4	Sociology for Media and Creative Industries	C	4,00	4,00			UC-1, UC-5
	Minor		20,00		10,00	10,00	
1	Minor	E	20,00		10,00	10,00	UC-1
	English Examinations		1,00				1,00
	Independent English Exam (offered in a foreign language)	C					UC-4
2	Project Proposal	C	1,00				1,00
3	English Language Integrative Exam (offered in a foreign language)	C					UC-4
	Optional Courses						
1	- (offered in a foreign language)	O	2,00				2,00
2	English Language (offered in a foreign language)	O	14,00	8,00	6,00		GPC-1, UC-4
	Data Culture		4,00		3,00	1,00	
1	Independent Programming Test. Elementary	C					PC-3
2	Programming in Python	C	3,00		3,00		GPC-6, PC-3
3	External Examinations on Digital Skills. Entry-level	C					GPC-6

4	External Examinations on Digital Skills. Intermediate Level	C					GPC-6
5	Data Science, AI and Generative Models Independent Test. Elementary	C	1,00			1,00	GPC-6
6	External Examinations on Digital Skills. Final Level	C					GPC-6
7	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			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-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-4, UC-5, UC-6
	State Examinations						

**Curriculum agreed:**

Academic Supervisor	MORDVINOVA M.A.	25.05.2022
Dean	BYSTRITSKIY A.G.	25.05.2022
Head of Centre for Educational Model Design	LEPESHKIN I.A.	27.05.2022

\* Subject type:

Compulsory course	C
Elective course	E
Optional course	O