



National Research University Higher School of Economics (HSE)

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

1 st, 2024/2025 academic year

APPROVED

19.04.2024

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Length of Programme: 2 years

Years of Study: 2024/2025 - 2025/2026

Mode of Study: Full Time

Degree: Master's degree / MBA

| Block Code  | Course  | Subject type | Department                              | Credits      | Total Academic Hours | Contact Hours | Allocation of Contact Hours |           |            |            | Additional Information |
|---|---|--------------|---|--------------|----------------------|---------------|-----------------------------|-----------|------------|------------|------------------------|
|   |   |              |   |              |                      |               | 1                           | 2         | 3          | 4          |                        |
| <b>Degree Programme</b>   |   |              |   | <b>60,00</b> | <b>2 280</b>         | <b>502</b>    | <b>132</b>                  | <b>86</b> | <b>156</b> | <b>152</b> |                        |
| <b>Communications in Government Agencies and NGOs (Applied track)</b> |   |              |   | <b>60,00</b> | <b>2 280</b>         | <b>502</b>    | <b>132</b>                  | <b>86</b> | <b>156</b> | <b>152</b> |                        |
| <b>Major</b>  |   |              |   | <b>45,00</b> | <b>1 710</b>         | <b>404</b>    | <b>88</b>                   | <b>84</b> | <b>132</b> | <b>100</b> |                        |
| <b>Elective Courses</b>   |   |              |   | <b>3,00</b>  | <b>114</b>           | <b>32</b>     |                             |           | <b>32</b>  |            |                        |
| 1   | Public Communication                          | E            | Department of Integrated Communications | 3,00         | 114                  | 32            |                             |           | 32A        |            |                        |
| 2   | Event Management                              | E            | Department of Integrated Communications | 3,00         | 114                  | 32            |                             |           | 32A        |            |                        |
| <b>Elective Courses</b>   |   |              |   | <b>12,00</b> | <b>456</b>           | <b>80</b>     |                             |           | <b>40</b>  | <b>40</b>  |                        |
| 1   | Law-Making                                    | E            | Department of Integrated Communications | 6,00         | 228                  | 40            |                             |           | 20         | 20A        |                        |
| 2   | Information and Analytical Work               | E            | Department of Integrated Communications | 6,00         | 228                  | 40            |                             |           | 20         | 20A        |                        |
| 3   | Digital Communication for Governments and NGO | E            | Department of Integrated Communications | 6,00         | 228                  | 40            |                             |           | 20         | 20A        |                        |
| <b>Core Courses</b>   |   |              |   | <b>30,00</b> | <b>1 140</b>         | <b>292</b>    | <b>88</b>                   | <b>84</b> | <b>60</b>  | <b>60</b>  |                        |
| 1   | Introduction to Political Communication       | C            | Department of Integrated Communications | 3,00         | 114                  | 24            | 24A                         |           |            |            |                        |
| 2   | Government Relations in Theory and Practice   | C            | Department of Integrated Communications | 9,00         | 342                  | 92            |                             | 28        | 32A        | 32A        |                        |
| 3   | Qualitative methods in Communications         | C            | Department of Integrated Communications | 6,00         | 228                  | 64            | 32                          | 32A       |            |            |                        |
| 4   | Basics of Data-Driven Communications          | C            | Department of Integrated Communications | 3,00         | 114                  | 32            | 32A                         |           |            |            |                        |
| 5   | Communication Management in NGO               | C            | Department of Integrated Communications | 9,00         | 342                  | 80            |                             | 24A       | 28         | 28A        |                        |

| <b>Key Seminars</b>       |   |   |   | <b>9,00</b> | <b>342</b> | <b>98</b> | <b>44</b> | <b>2</b> | <b>12</b> | <b>40</b> |
|---------------------------|---|---|---|-------------|------------|-----------|-----------|----------|-----------|-----------|
| 1                         | Seminar "Quantitative Data Basics"  | C | Department of Integrated Communications | 3,00        | 114        | 28        | 28A       |          |           |           |
| 2                         | Seminar «Introduction to regulatory policy»   | C | Department of Integrated Communications | 3,00        | 114        | 28        |           |          |           | 28A       |
| 3                         | Academic supervisor seminar "Project management in public and non-commercial sectors" | C | Department of Integrated Communications | 3,00        | 114        | 42        | 16        | 2        | 12        | 12A       |
| <b>Magolego</b>           |   |   |   | <b>3,00</b> | <b>114</b> |           |           |          |           |           |
| 1                         | All-university Pool MAGOLEGO Courses  | E |   | 3,00        | 114        |           |           |          |           |           |
| <b>Internship</b>         |   |   |   | <b>3,00</b> | <b>114</b> |           |           |          | <b>12</b> | <b>12</b> |
| <b>Project Internship</b> |   |   |   | <b>3,00</b> | <b>114</b> | <b>24</b> |           |          | <b>12</b> | <b>12</b> |
| 1                         | Project   | C |   | 3,00        | 114        | 24        |           |          | 12        | 12A       |

**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