



National Research University Higher School of Economics (HSE)

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

1 st, 2024/2025 academic year

APPROVED

19.04.2024

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Length of Programme: 4 years

Years of Study: 2024/2025 - 2027/2028

Mode of Study: Full Time

Degree: Bachelor's degree

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>614</b>	<b>196</b>	<b>220</b>	<b>198</b>	<b>152</b>	
<b>Data Culture</b>				<b>3,00</b>	<b>114</b>	<b>22</b>		<b>20</b>	<b>2</b>		
1	Independent Digital Literacy Test	C	отдел развития цифровых компетенций			2			2A		Online Course
2	Digital Literacy	C	Department of Big Data and Information Retrieval	3,00	114	20		20A			Online Course
<b>Major</b>				<b>41,00</b>	<b>1 558</b>	<b>410</b>	<b>128</b>	<b>110</b>	<b>108</b>	<b>64</b>	
<b>Core Professional Block (Major)</b>				<b>33,00</b>	<b>1 254</b>	<b>410</b>	<b>128</b>	<b>110</b>	<b>108</b>	<b>64</b>	
1	Introduction to Profession	C	Department of Integrated Communications	5,00	190	48	24	24A			
2	History of Advertising	C	Department of Integrated Communications	6,00	228	62	30	32A			
3	Logic	C	Школа философии и культурологии	3,00	114	36	36A				
4	International Arts	C	Department of Integrated Communications	6,00	228	92	38	54A			
5	Basics of Mathematics and Statistics	C	Department of Higher Mathematics	4,00	152	64			30	34A	
6	Principles of Marketing	C	Department of Integrated Communications	6,00	228	68			38	30A	
7	Core Management Concepts	C	Department of Integrated Communications	3,00	114	40			40A		
<b>Elective Professional Block (Major)</b>				<b>8,00</b>	<b>304</b>						
<b>-</b>				<b>8,00</b>	<b>304</b>	<b>116</b>			<b>56</b>	<b>60</b>	

1	Project Seminar "Advertising Laboratory" - 1	C	Department of Integrated Communications	8,00	304	116			56	60A	
	<b>English</b>					<b>2</b>				<b>2</b>	
	<b>Optional Courses</b>										
1	English language	O		8,00	304	128	20	28A	40	40A	Foreign language, Credits only to the cumulative rating
	<b>Examinations</b>					<b>2</b>				<b>2</b>	
1	English Language Integrative Exam	C	School of Foreign Languages			2				2A	Foreign language
	<b>General Courses</b>			<b>13,00</b>	<b>494</b>	<b>172</b>	<b>68</b>	<b>90</b>	<b>84</b>	<b>82</b>	
	<b>Optional General Courses</b>			<b>12,00</b>	<b>456</b>	<b>162</b>	<b>22</b>	<b>62</b>	<b>40</b>	<b>38</b>	
1	Russian History	C	School of History	4,00	152	76	12	16A	24	24A	Online Course
2	Foundations of Russian Statehood	C	School of History	2,00	76	26		26A			Online Course
3	Legal Literacy	C	департамент теории права и сравнительного правоведения	3,00	114	30	10	20A			Online Course
4	Economics	C	Department of Theoretical Economics	3,00	114	30			16	14A	Online Course
	<b>Core General Courses</b>			<b>1,00</b>	<b>238</b>	<b>162</b>	<b>37</b>	<b>37</b>	<b>44</b>	<b>44</b>	
1	Safe Living Basics	C	центр поддержки студенческих инициатив	1,00	38	18	9	9A			Online Course
2	Physical Training	C	Department of Physical Training		200	144	28	28	44	44A	
	<b>Internship</b>			<b>3,00</b>	<b>114</b>	<b>8</b>			<b>4</b>	<b>4</b>	
	<b>Project Internship</b>			<b>3,00</b>	<b>114</b>	<b>8</b>			<b>4</b>	<b>4</b>	
	<b>Mandatory projects</b>			<b>3,00</b>	<b>114</b>	<b>8</b>			<b>4</b>	<b>4</b>	
1	Mandatory Project	C		3,00	114	8			4	4A	

**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