



National Research University Higher School of Economics (HSE)

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

1 st, 2024/2025 academic year

APPROVED

16.04.2024

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	
Degree Programme				60,00	2 480	328	89	69	90	80	
Data Culture						2			2		
1	Independent Digital Literacy Test	C	отдел развития цифровых компетенций			2			2A	Online Course	
Major				41,00	1 558						
Core Professional Block (Major)				32,00	1 216	464	70	120	132	142	
1	Introduction to Digital Communications	C	Department of Integrated Communications	3,00	114	32				32A	
2	Introduction to Speciality and History of Communications	C	Department of Integrated Communications	4,00	152	64	30	34A			
3	Advanced Mathematics and Statistics	C	Department of Higher Mathematics	6,00	228	124	26	40A	58A		
4	History and Theory of Culture	C	Школа философии и культурологии	3,00	114	40				40A	
5	Core Management Concepts	C	департамент стратегического и международного менеджмента	3,00	114	38				38A	
6	Psychology of Communication	C	Department of Psychology	5,00	190	72		30	42A		
7	Theory and Practice of Information and Analytical Work	C	Department of Integrated Communications	5,00	190	64			32	32A	
8	Economics	C	Department of Theoretical Economics	3,00	114	30	14	16A		Online Course	

	Elective Professional Block (Major)			9,00	342						
	Вариативный профессиональный (Major)			3,00	114	36	36				
1	Logic	C	Школа философии и культурологии	3,00	114	36	36A				
	Research Seminars			6,00	228	96	24	24	24	24	
1	Research Seminar - 1	C	Department of Integrated Communications	6,00	228	96	24	24A	24	24A	
	English					2				2	
	Optional Courses										
1	English Language	O		8,00	304	128	20	28A	40	40A	Foreign language, Credits only to the cumulative rating
	Examinations					2				2	
1	English Language Integrative Exam	C	School of Foreign Languages			2				2A	Foreign language
	General Courses			13,00	694	324	89	69	88	78	
	Optional General Courses			12,00	456	162	52	32	44	34	
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			20	10A	Online Course
4	Philosophy	C	Школа философии и культурологии	3,00	114	30	14	16A			Online Course
	Core General Courses			1,00	238	162	37	37	44	44	
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	
	Internship			6,00	228						
	Project Internship			6,00	228	12			6	6	
	Mandatory projects			3,00	114	8			4	4	
1	Mandatory projects	C		3,00	114	8			4	4A	
	Elective Projects			3,00	114	4			2	2	
1	Projects	E		3,00	114	4			2	2A	

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
Optional course

E
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