



National Research University Higher School of Economics (HSE)

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 Communication",
 "Public Relations"

Implementing unit: Faculty of Communications, Media and
 Design, HSE - Moscow

1 st, 2022/2023 academic year

APPROVED

31.05.2022

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Length of Programme: 4 years

Years of Study: 2022/2023 - 2025/2026

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	829	264	206	224	201	
Data Culture						3				3	
1	Independent Digital Literacy Test	C	Center for Support and Monitoring of Degree Programs			3				3A	
Major				36,00	1 368	528	116	128	156	122	
Core Professional Block (Major)				31,00	1 178	430	92	104	132	102	
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	5,00	190	64	30	34A			
3	Advanced Mathematics and Statistics	C	Department of Higher Mathematics	7,00	266	124	26	40A	58A		
4	Logic	C	Школа философии и культурологии	3,00	114	36	36A				
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	
Elective Professional Block (Major)				5,00	190	98	24	24	24	20	
Научно - исследовательские семинары				5,00	190	92	24	24	24	20	

1	Research Seminar - 1	C	Department of Integrated Communications	5,00	190	92	24	24A	24	20A	
	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			17,00	846	282	112	74	64	68	
	Optional General Courses			16,00	608	120	22	38	28	32	
1	GCC Elective Courses	E		4,00	152	30			14	16A	
2	Legal Literacy	C	департамент права цифровых технологий и биоправа	4,00	152	30	8	22A			Online Course
3	Sociology for Media and Creative Industries	C	Department of Sociology	4,00	152	30			14	16A	Online Course
4	Economics	C	Department of Theoretical Economics	4,00	152	30	14	16A			Online Course
	Core General Courses			1,00	238	162	90	36	36	36	
1	Safe Living Basics	C	центр поддержки студенческих инициатив	1,00	38	18	18A				Online Course
2	Physical Training	C	Department of Physical Training		200	144	36	36	36	36A	
	Internship			7,00	266	14		4	4	6	
	Project Internship			7,00	266	14		4	4	6	
	Mandatory projects			3,00	114	8		2	2	4	
1	Mandatory Training Project	C	Department of Integrated Communications	3,00	114	8		2	2	4A	
	Elective Projects			4,00	152	6		2	2	2	
1	Elective Projects	E		4,00	152	6		2	2	2A	

Curriculum agreed:

Academic Supervisor	ARKHIPOVA I.P.	25.05.2022
Dean	BYSTRITSKIY A.G.	25.05.2022
Head of Degree Programmes Development Office	MAMONOVA M.A.	27.05.2022

* Subject type:

Compulsory course

C

Elective course

E

Optional course

O