



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", "Event management", "Visual communications"

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

1 st, 2022/2023 academic year

APPROVED

01.06.2022

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	739	178	220	276	205	
Data Culture				3,00	114	9			6	3	
1	Independent Digital Literacy Test	C	Center for Support and Monitoring of Degree Programs			3				3A	
2	Digital Literacy	C	Department of Big Data and Information Retrieval	3,00	114	6			6A		Online Course
Major				41,00	1 558	476	102	146	216	144	
Core Professional Block (Major)				33,00	1 254	476	102	146	160	84	
1	Introduction to Profession	C	Department of Integrated Communications	5,00	190	64	28	36A			
2	History of Advertising	C	Department of Integrated Communications	3,00	114	56		56A			
3	Logic	C	Школа философии и культурологии	3,00	114	36	36A				
4	International Arts	C	Department of Integrated Communications	5,00	190	92	38	54A			
5	Branding Basics	C	Department of Integrated Communications	4,00	152	68			38	30A	
6	Principles of Marketing	C	Department of Integrated Communications	5,00	190	56			30	26A	
7	Fundamentals of Management and Entrepreneurship	C	Department of Integrated Communications	5,00	190	56			30	26A	
8	Sociology of Mass Communication	C	Department of Integrated Communications	3,00	114	48				48A	

	Elective Professional Block (Major)			8,00	304				56	60	
	-			8,00	304	116			56	60	
1	Project Seminar "Advertising Laboratory" - 1	C	Department of Integrated Communications	8,00	304	116			56	60A	
	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	252	76	74	50	52	
	Optional General Courses			12,00	456	90	22	38	14	16	
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	Economics	C	Department of Theoretical Economics	4,00	152	30	14	16A			Online Course
	Core General Courses			1,00	238	162	54	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			3,00	114				4	4	
	Project Internship			3,00	114	8			4	4	
	Mandatory projects			3,00	114	8			4	4	
1	Mandatory Project	C	Department of Integrated Communications	3,00	114	8			4	4A	

Curriculum agreed:

Academic Supervisor	KOTSYUBA A.S.	30.05.2022
Dean	BYSTRITSKIY A.G.	30.05.2022
Head of Degree Programmes Development Office	MAMONOVA M.A.	31.05.2022

* Subject type:

Compulsory course
Elective course
Optional course

C
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