



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 Creative Industries, HSE - Moscow

2 nd, 2023/2024 academic year

APPROVED

27.04.2023

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	2 442	924	226	246	238	210	
Data Culture				3,00	114	18			12	2	
1	External Examinations on Digital Skills. Entry-level	C	отдел развития цифровых компетенций			2		2A			
2	External Examinations on Digital Skills. Intermediate Level	C	отдел развития цифровых компетенций			2				2A	
3	Independent Programming Test. Elementary	C	отдел развития цифровых компетенций			2				2A	Online Course
4	Programming in Python	C	Department of Big Data and Information Retrieval	3,00	114	12			12A		Online Course
Major				43,00	1 634	610	152	172	152	134	
Core Professional Block (Major)				28,00	1 064	386	116	136	74	60	
1	Analysis of Consumer Behavior	C	Department of Integrated Communications	4,00	152	60			32	28A	
2	Creative techniques in communication	C	Department of Integrated Communications	3,00	114	32				32A	Foreign language
3	Marketing Research	C	Department of Integrated Communications	4,00	152	60	32	28A			
4	Methodologies for Ideas Development	C	Department of Integrated Communications	3,00	114	42			42A		
5	Basics of Mathematics and Statistics	C	Department of Integrated Communications	4,00	152	64	22	42A			
6	Communication Projects Management	C	Department of Integrated Communications	4,00	152	64	30	34A			

7	Festivals and Contests	C	Department of Integrated Communications	3,00	114	32	32A				
8	Economics of Creative Projects	C	Department of Integrated Communications	3,00	114	32		32A			
Elective Professional Block (Major)				15,00	570	224	36	36	78	74	
-				15,00	570	224	36	36	78	74	
1	Project Seminar "Advertising Laboratory" - 2	C	Department of Integrated Communications	11,00	418	164	36	36	46A	46A	
2	Working with Application and Program Constructors	C	Department of Integrated Communications	4,00	152	60			32	28A	
Minor				10,00	380	152	38	38	38	38	
1	Minor	E		10,00	380	152	38	38A	38	38A	
English											
Optional Courses											
1	English language	O		6,00	228	104	28	32	44A		Foreign language, Credits only to the cumulative rating
General Courses				1,00	200	144	36	36	36	36	
Optional General Courses											
1	Elective General Courses	E									
Core General Courses				1,00	200	144	36	36	36	36	
1	Physical Training	C	Department of Physical Training	1,00	200	144	36	36	36	36A	
Internship				3,00	114						
Project Internship				3,00	114	4			2	2	
Mandatory projects				3,00	114	4			2	2	
1	Mandatory Project	C	Department of Integrated Communications	3,00	114	4			2	2A	

Curriculum agreed:

Academic Supervisor KOTSYUBA A.S. 20.04.2023

Dean BYSTRITSKIY A.G. 21.04.2023

Head of Centre for Educational Model Design LEPESHKIN I.A. 26.04.2023

* Subject type:

Compulsory course C
 Elective course E
 Optional course O