



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

3 rd, 2024/2025 academic year

APPROVED

19.04.2024

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	2 280	716	146	170	200	200	
Data Culture				4,00	152	22	10	10		2	
1	Data analytics, artificial intelligence and generative models	C	Department of Big Data and Information Retrieval	3,00	114	18	10	8A			Online Course
2	External Examinations on Digital Skills. Final Level	C	отдел развития цифровых компетенций			2		2A			
3	Data Science, AI and Generative Models Independent Test. Elementary	C	отдел развития цифровых компетенций	1,00	38	2				2A	Online Course
Major				41,00	1 558	540	98	122	160	160	
Core Professional Block (Major)				15,00	570	160	30	54	40	36	
1	Basics of media planning	C	Department of Integrated Communications	4,00	152	50			26	24A	
2	Fundamentals of Communication Theory	C	Department of Integrated Communications	3,00	114	26			14	12A	Online Course, Foreign language
3	Psychology of Advertising	C	Department of Psychology	3,00	114	24		24A			
4	Brand and Communication Strategy Development	C	Department of Integrated Communications	5,00	190	60	30	30A			
Elective Professional Block (Major)				26,00	988	380	68	68	120	124	
-				14,00	532	200	60	68	36	36	
1	Audiobranding	C	Department of Integrated Communications	3,00	114	32		32A			
2	Project Seminar "Advertising Laboratory" -3	C	Department of Integrated Communications	8,00	304	136	28	36A	36	36A	

3	Scriptwriting	C	Department of Integrated Communications	3,00	114	32	32A				
Elective disciplines				3,00	114	40			40		
1	Communications in Fashion Industry	E	Department of Integrated Communications	3,00	114	40			40A		
2	Creative Photography	E	Department of Integrated Communications	3,00	114	40			40A		
3	Podcast Production, Brand Media Creation	E	Department of Integrated Communications	3,00	114	40			40A		
Art Direction and Branding Strategy				9,00	342	132			44	88	
1	Branding and Visual Communications	C	Department of Integrated Communications	5,00	190	84			44	40A	
2	Computer Graphics and Animation in Communications	C	Department of Integrated Communications	4,00	152	48				48A	
Production and Event Management				9,00	342	132			44	88	
1	Event Management	C	Department of Integrated Communications	5,00	190	84			44	40A	
2	Creative and Design in the Event Industry	C	Department of Integrated Communications	4,00	152	48				48A	
Visual Communication Strategies				9,00	342	132			44	88	
1	Gaming: Product Placement and Visual Communications	C	Department of Integrated Communications	5,00	190	84			44	40A	
2	Creative Solutions for Digital Communications, New Visual Technologies	C	Department of Integrated Communications	4,00	152	48				48A	
Minor				10,00	380	152	38	38	38	38	38
1	Minor	E		10,00	380	152	38	38A	38	38A	
English						2			2		
Examinations						2			2		
1	Independent English Exam	C	School of Foreign Languages			2			2A		Foreign language
Internship				5,00	190						
Project Internship				5,00	190	8	2	2	2	2	2
Elective Projects				5,00	190	8	2	2	2	2	2
1	Projects	E		5,00	190	8	2	2	2	2A	
Professional Internship				5,00	190						
1	Work Experience Internship	C		5,00	190						

Curriculum agreed:

Academic Supervisor	KOTSYUBA A.S.	27.02.2024
Dean	BYSTRITSKIY A.G.	28.02.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	17.04.2024

* Subject type:

Compulsory course

Elective course

Optional course

C
E
O