



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

1 st, 2023/2024 academic year

APPROVED

23.05.2023

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Length of Programme: 4 years

Years of Study: 2023/2024 - 2026/2027

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	
<b>Degree Programme</b>				<b>60,00</b>	<b>2 480</b>	<b>876</b>	<b>182</b>	<b>212</b>	<b>250</b>	<b>248</b>	
<b>Data Culture</b>				<b>3,00</b>	<b>114</b>	<b>8</b>			<b>6</b>	<b>2</b>	
1	Independent Digital Literacy Test	C	отдел развития цифровых компетенций			2				2A	Online Course
2	Digital Literacy	C	Department of Big Data and Information Retrieval	3,00	114	6			6A		Online Course
<b>Major</b>				<b>41,00</b>	<b>1 558</b>	<b>518</b>	<b>104</b>	<b>86</b>	<b>168</b>	<b>168</b>	
<b>Core Professional Block (Major)</b>				<b>33,00</b>	<b>1 254</b>	<b>402</b>	<b>104</b>	<b>86</b>	<b>112</b>	<b>108</b>	
1	Branding	C	Department of Integrated Communications	6,00	228	68			38	30A	
2	Introduction to Profession	C	Department of Integrated Communications	3,00	114	36	36A				
3	History of Advertising	C	Department of Integrated Communications	6,00	228	62	30	32A			
4	Logic	C	Школа философии и культурологии	3,00	114	36				36A	
5	International Arts	C	Department of Integrated Communications	6,00	228	92	38	54A			
6	Principles of Marketing	C	Department of Integrated Communications	6,00	228	68			38	30A	
7	Core Management Concepts	C	Department of Integrated Communications	3,00	114	40			40A		
<b>Elective Professional Block (Major)</b>				<b>8,00</b>	<b>304</b>	<b>116</b>			<b>56</b>	<b>60</b>	
-				<b>8,00</b>	<b>304</b>	<b>116</b>			<b>56</b>	<b>60</b>	

1	Project Seminar "Advertising Laboratory" - 1	C	Department of Integrated Communications	8,00	304	116			56	60A	
	<b>English</b>					<b>2</b>				<b>2</b>	
	<b>Optional Courses</b>										
1	English language	O		8,00	304	128	20	28A	40	40A	Foreign language, Credits only to the cumulative rating
	<b>Examinations</b>					<b>2</b>				<b>2</b>	
1	English Language Integrative Exam	C	School of Foreign Languages			2				2A	Foreign language
	<b>General Courses</b>			<b>13,00</b>	<b>694</b>	<b>348</b>	<b>78</b>	<b>126</b>	<b>72</b>	<b>72</b>	
	<b>Optional General Courses</b>			<b>12,00</b>	<b>456</b>	<b>186</b>	<b>24</b>	<b>90</b>	<b>36</b>	<b>36</b>	
1	Russian History	C	School of History	4,00	152	72			36	36A	Online Course
2	Foundations of Russian Statehood	C	School of History	2,00	76	54		54A			
3	Legal Literacy	C	департамент права цифровых технологий и биоправа	3,00	114	30	10	20A			Online Course
4	Economics	C	Department of Theoretical Economics	3,00	114	30	14	16A			Online Course
	<b>Core General Courses</b>			<b>1,00</b>	<b>238</b>	<b>162</b>	<b>54</b>	<b>36</b>	<b>36</b>	<b>36</b>	
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	
	<b>Internship</b>			<b>3,00</b>	<b>114</b>				<b>4</b>	<b>4</b>	
	<b>Project Internship</b>			<b>3,00</b>	<b>114</b>	<b>8</b>			<b>4</b>	<b>4</b>	
	<b>Mandatory projects</b>			<b>3,00</b>	<b>114</b>	<b>8</b>			<b>4</b>	<b>4</b>	
1	Mandatory Project	C	Department of Integrated Communications	3,00	114	8			4	4A	

**Curriculum agreed:**

Academic Supervisor	KOTSYUBA A.S.	18.05.2023
Dean	BYSTRITSKIY A.G.	18.05.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	19.05.2023

\* Subject type:

Compulsory course

C

Elective course

E

Optional course

O