



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

2 nd, 2024/2025 academic year

APPROVED

19.04.2024

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	
Degree Programme				60,00	2 280	980	228	230	256	270	
Data Culture				3,00	114	26		2	20	4	
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	20			20A		Online Course
Major				43,00	1 634	658	162	162	152	182	
Core Professional Block (Major)				31,00	1 178	434	126	126	74	108	
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 Higher Mathematics	4,00	152	64	30	34A			
6	Sociology of Mass Communication	C	Department of Integrated Communications	3,00	114	48				48A	

7	Communication Projects Management	C	Department of Integrated Communications	4,00	152	64	32	32A			
8	Festivals and Contests	C	Department of Integrated Communications	3,00	114	32	32A				
9	Economics of Creative Projects	C	Department of Integrated Communications	3,00	114	32		32A			
Elective Professional Block (Major)				12,00	456	224	36	36	78	74	
-				12,00	456	220	36	32	78	74	
1	Project Seminar "Advertising Laboratory" - 2	C	Department of Integrated Communications	8,00	304	160	36	32A	46	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	100	32	28	40A		Foreign language, Credits only to the cumulative rating
General Courses				1,00	38	144	28	28	44	44	
Core General Courses				1,00	38	144	28	28	44	44	
1	Physical Training	C	Department of Physical Training	1,00	38	144	28	28	44	44A	
Internship				3,00	114				2	2	
Project Internship				3,00	114	4			2	2	
Mandatory projects				3,00	114	4			2	2	
1	Mandatory Project	C		3,00	114	4			2	2A	

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 C

Elective course E

Optional course O