

Integrated Communications

National Research University – Higher School of Economics

Degree or qualification is awarded: **MSc in PR and Media Relations**

Language of study: **Russian**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **yes**

Price: **195 000 – 390 000 RUB per year**

Programme webpage at the university website: <http://www.hse.ru/ma/incom/>

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The key aim of the programme is to help students develop the competencies necessary for successful work in managing communication processes in PR, advertising, and new media. The synergy between the applied and research analytical areas of the Master's Programme is a direct result of the structure of the educational process: on one hand, project-oriented education is accompanied by interactive communication with professionals as part of lectures, master classes and consultations, and on the other hand, students participate in academic discussions as part of research seminars.

The applied, project-oriented character of the programme is provided primarily through close cooperation with leading companies in corporate and public consulting, as well as agencies in communication research and management, such as CROS, Public Opinion Foundation (FOM), ROMIR, TWiga, BBDO, and RIA Novosti.

Specializations within this programme