

# Media Management

National Research University – Higher School of Economics

Degree or qualification is awarded: **MSc in Mediacommunications**

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: <https://www.hse.ru/en/ma/media/>

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The Master's Programme in Media Management is focused on interdisciplinary subjects, including the study of international and Russian theories of mass media. Special focus is made on the analysis of the economic specifics of branches of the media industry, such as press, audiovisual media and new media, as well as media economics in different world regions.

The programme aims to train two types of graduates: practitioner and researcher. Both pathways involve preparing students to perform professional tasks and research in one of the following areas: programming and publication of press, TV and radio broadcasts; work of network media; management in media; production; design; information marketing; organization and analysis in advertising; public relations; work of TV and radio presenter; editing of some types of literature.

## Specializations within this programme