

Marketing Communications and Advertising in the Contemporary Business

National Research University – Higher School of Economics

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

Language of study: **Russian**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **yes**

Price: **340 000 RUB per year**

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

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This programme in Marketing Communications and Advertising in the Contemporary Business is unique because it uses both the technological and intellectual resources of international (WPP) and Russian (Video International) companies, both of whom are leaders of the marketing communications industry.

The programme successfully combines the traditions of Russian education and the best examples of international approaches to this subject. It includes the study of marketing communications alongside the basic disciplines of management and marketing which results in an effective balance of general theoretical and specific applied knowledge and competencies. The core courses are read by professors and associate professors who are actively working in the marketing communications sector.

The programme focuses on training students whose further professional development is related to various levels of company management and strategic and tactical decision-making, primarily, in the area of communication support of business.

Specializations within this programme