

CURRICULUM

Speciality: 1-23 80 11 Communications
Profiling: Corporate Strategic Communications

Degree: Master
Period of study: 1 year
Form of education: full-time

I. Schedule of the educational process

II. Summary (in weeks)

[illegible]

Legend: — Academic Studies

[X] — Internship

II — Master's Thesis

— Exams

/ — Research

[=] — Vacation

III. Curriculum

№	The name of the module, academic discipline, course project (course work)	Exams	End-of-term test	Academic hours						Semesters						Competence Code
				Total	Total in class	As follows:				I year						
						Lectures	Laboratory work	Workshops	Seminar classes	1 semester, 15 weeks			2 semester, 11 weeks			
										Total	Total in class	Credits	Total	Total in class	Credits	
1	State Component			514	188	34		136	18	406	158	12	108	30	3	
1.1	Module «Foreign Language Professional Practices»	1		108	56			56		108	56	3				UC-2, DPC-5
1.1.1	Communication in Foreign Languages in Media Space	1		108	56			56		108	56	3				
1.2	Module «Theory and Methodology of Communication Studies»	1	1	190	72	34		20	18	190	72	6				
1.2.1	Theory of Contemporary Communication Studies	1		100	36	18			18	100	36	3				UC-4, DPC-3
1.2.2	Research Methodology of Contemporary Communication Studies		1	90	36	16		20		90	36	3				UC-3, DPC-1,4
1.3	Module «Academic Research»		1,2	216	60			60		108		3	108		3	UC-1, DPC-1,2
1.3.1	Research Seminar		1,2	216	60			60		108	30	3	108	30	3	
2	Higher Education Institution Component			930	364	134		174	56	328	128	10	602	236	19	
2.1	Module «Strategic Media Communication»	1	1	238	92	28		44	20	238	92	7				
2.1.1	Modern Media Space / Narrative Strategies in Media Texts	1		148	56	12		44		148	56	4				SC-1
2.1.2	Strategic Media Relations/ Strategic Press Service		1	90	36	16			20	90	36	3				SC-2
2.2	Module «Strategic Communication Management»	2	1	180	72	30		24	18	90	36	3	90	36	3	
2.2.1	Modern Public Relations	2		90	36	18			18				90	36	3	SC-3
2.2.2	Ethics of Communications		1	90	36	12		24		90	36	3	90	36	3	SC-4
2.3	Module «Corporate Strategic Communications Kinds»	2	2	184	72	32		22	18				184	72	6	
2.3.1	Corporate Culture and Image Event / Internal Corporate Communications		2	92	36	18			18				92	36	3	SC-5
2.3.2	Planning and Implementation of PR Campaigns / Crisis Communication	2		92	36	14		22					92	36	3	SC-6/7
2.4	Module «Corporate Strategic Communications Technologies»	2	2	180	72	24		48					180	72	6	
2.4.1	Branding	2		90	36	12		24					90	36	3	SC-8
2.4.2	Event Management / Community Management		2	90	36	12		24					90	36	3	SC-9/10
2.5	Module «Professional Competency of Communications Manager»	2		148	56	20		36					148	56	4	SC-11
2.5.1	Business Communication/ Professional Communication	2		148	56	20		36					148	56	4	
3	Optional Subjects		/1	/108	/56	/30			/24	/108	/56	/3				UK-6
3.1	Creative Teaching Techniques in Higher School / Pedagogics and Psychology of Higher Education		/1	/108	/56	/30			/24	/108	/56	/3				
4	Series of Disciplines for Candidate Exams and Additional Training ¹	/2,2	/1,1,1	/568	/316	/96	/36	/140	/44	/358	/202	/6	/210	/114	/9	
4.1	Philosophy and Methodology of Science	/2		/240	/104	/60			/44	/140	/60		/100	/44	/6	UK-3
4.2	Foreign Language	/2	/1	/220	/140			/140		/110	/70	/3	/110	/70	/3	UK-2
4.3	Information Technologies: Basics		/1	/108	/72	/36	/36			/108	/72	/3				UK-5
Number of Hours				1444	552	168		310	74	734	286	22	710	266	22	
Number of Hours per Week										19			24			
Number of Exams				7						3			4			
Number of End-of-term tests				7						4			3			


IV. Internship				V. Research			VI. Final Certification
Internship Title	Semester	Weeks	Credits	Semester	Weeks	Credits	Master's Thesis
Research and Teaching	1	3	4	2	8	12	

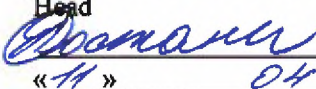
VII. Competence Matrix


Competence Code	Competence Name	Module Code, Discipline Code
UC-1	To be able to apply scientific cognition (analysis, comparison, systematization, abstraction, modelling, data authenticity checking, decision-making etc.) in independent research activity, to generate and realize innovative ideas	1.3
UC-2	To use a foreign language for communication in interdisciplinary and scientific environment, in various formats of international cooperation, scientific research and innovative activity	1.1, 4.2
UC-3	To master the methodology of scientific cognition, to be able to analyse and evaluate the content and level of philosophic and methodological issue while solving the tasks related to scientific research and innovative activity	1.2.2, 4.1
UC-4	To be able to use communication theories while solving everyday tasks	1.2.1
UC-5	To have skills of using the contemporary information technologies for solving scientific research and innovative tasks	4.3
UC-6	To be able to perform pedagogical activity in education establishments, master and implement efficient education and information and communication technologies and pedagogical innovations	3
DPC-1	To master the contemporary methods of collection, analysis, presentation and distribution of information with the use of the newest information and communication technologies	1.2.2, 1.3, 2.3.1
DPC-2	To be able to plan, execute and evaluate the results of communication projects, campaigns and academic events	1.3
DPC-3	To be able to develop and evaluate the efficiency of communication strategies aimed at positioning, promotion and image formation of goods, services, ideas, persons and organizations	1.2.1, 2.3.2
DPC-4	To be able to develop and evaluate the efficiency of an organization's communication policy	1.2.2
DPC-5	To be able to define the concept, aim and objectives of information resources and flows in an organization, plan and control the process of their creation and function considering the cultural peculiarities	1.1
SC-1	To possess technologies for creating and editing media texts of various types, styles and genres as part of an organization's communication strategy, taking into account the goals and objectives of the communicator, as well as the specifics of the channels and means of communication in the national media context	2.1.1
SC-2	Be able to plan and build effective communication between the corporate entity and different types of media (media, social networks, Internet resources, blogs, etc.)	2.1.2
SC-3	To master the principles of analysis, planning and management of strategic communications in the organization	2.2.1
SC-4	In process of making professional decisions, be prepared to be guided by the principles of the need to harmonize corporate and public interests, taking into account the social consequences of actions taken, and sustainable development goals	2.2.2
SC-5	Possess the principles and methods of forming of an effective corporate communication, a corporate culture and corporate image	2.3.1
SC-6	Master the principles, technologies and tools for the development and implementation of communication campaigns	2.3.2
SC-7	Master the basic principles, methods and technologies of anti-crisis communication, be able to predict and prevent reputational risks	2.3.2
SC-8	To be able to comprehensively use communication tools to form and promote a successful brand	2.4.1
SC-9	Possess the principles of organizing a variety of activities in the modern urban communication space	2.4.2
SC-10	Apply knowledge of the ways and technologies of organizing various communities for their sustainable development	2.4.2
SC-11	Possess the principles and methods of forming effective business and professional communication	2.5


Based on a curriculum approved 21.03.2019 r. (Registered № E 23-2-010 / пр-тип.)

¹ Series of Disciplines for Candidate Exams and Additional Training «Philosophy and Methodology of Science», «Foreign Language», «Information Technologies: Basics» are studied according to the choice of a student.

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