

Приложение 2
к протоколу
от 13.10.2023 № 27

NATIONAL RESEARCH UNIVERSITY HIGHER SCHOOL OF ECONOMICS

Faculty of Creative Industries

Application portfolio and assessment criteria
for foreign citizens applying for
master's degree program
"Strategic Communications Management"

Programme Academic Director

E.V. Bun

2023

The list of documents (portfolio) and assessment criteria for foreign citizens applying for the master's programme

Master's programme «Strategic Communication Management»

Portfolio components	Comments	Maximum number of points
<i>Core (compulsory) portfolio components</i>		
CV	The CV should contain brief information about the applicant's education, participation in specialized educational programs and courses, a description of the applicant's additional significant and practical skills (if any).	20
Letter of motivation	The letter is written in free form in Russian; it should not exceed 1000 words. The letter must justify the reasons for choosing this master's program, clearly state the scientific or practical interests related to the study of the programme courses	25
Copy of the certificate confirming the applicant's level of education	The portfolio must include a copy of certificate on higher education (bachelor's/specialist/master's diploma) and a transcript with information about academic performance.	10 (for diploma with honors)
<i>Documents that may be included in the portfolio</i>		
Copies of additional documents on education (advanced training certificates, completion of courses similar to the programme profile, professional certificates)		25

Copies of documents confirming the receiving of individual scholarships and educational grants		10
Letters of recommendation from the employer and/or academic supervisor	from one to three pieces	10