

**Federal State Autonomous Educational Institution
of High Professional
Education**

**NATIONAL RESEARCH UNIVERSITY
"HIGH SCHOOL OF ECONOMICS"**

**Faculty of Creative Industries
School of Communications**

PORTFOLIO COMPOSITION

for foreign citizens applying for
master's degree program
Integrated Communications

Academic Supervisor
Gryazeva Larisa



2023 г.

List of documents for passing the entrance test in the form of competitive selection (portfolio) for foreign citizens entering as part of a separate competition, and criteria for evaluating the portfolio

Educational program "Integrated Communications"

Portfolio section	Comments	Maximum points
<i>Mandatory documents</i>		
Motivation letter	<p>Compiled in free form. The length of the motivation letter should be 800-1500 words. The letter must justify the reasons for choosing this master's program, clearly state the scientific and practical interests related to the study of the program subjects, describe relevant skills and previous activities: educational, practical or scientific.</p> <p>As part of the review of the applicant's motivation letter, a portfolio of projects will also be considered.</p> <p>Depending on the experience and desired direction of development (scientific or practical), the applicant can describe:</p> <p>For the scientific direction: research experience and results, further direction of research, propose a plan of work expected to be developed in the master's program. The applicant can also attach published articles and a summary of the final qualifying work as evidence of research activities. When evaluating these documents, compliance with the requirements of independent student research will be taken into account.</p> <p>For the practical direction: practical experience (in the field of advertising and public relations - or in another area, if the student considers the experience relevant for further study) and the results of the activity, describe practical cases that he plans to implement during his master's studies. Practical activities may include educational projects, volunteer and entrepreneurial activities of the student. The applicant can also attach a description of the results of the practical work done in the form of case descriptions. When evaluating these documents, the ability to solve the tasks set by the client and achieve results will be taken into</p>	20

	<p>account.</p> <p>An applicant can describe both directions of development in a motivation letter.</p>	
Letters of recommendation	<p>Attached letters from a teacher/supervisor from the place of study or a supervisor from the place of practice/internship/work/project work.</p> <p>Letters must contain a description of the applicant, have contact information and the signature of the recommending person. It is preferable to write letters on official company letterhead.</p>	10
A copy of a state document on higher education	<p>A diploma with honors will give additional points when assessing a portfolio</p>	5
Individual achievements	<p>Documents confirming:</p> <ul style="list-style-type: none"> - participation in scientific conferences, olympiads and competitions - participation in professional conferences, olympiads and competitions, case championships - volunteer and organizational activities of the applicant - passing professional exams <p>Diplomas, certificates, certificates, certificates of participation can serve as confirmation. It is permissible to attach documents about events directly related to the educational direction of the master's program, as well as documents, in the applicant's opinion, indicating general competencies that will help in future professional and scientific activities. The applicant has the right to attach evidence of individual achievements other than those listed above.</p> <p>As part of the portfolio assessment for the Integrated Communications program, additional points are given to:</p> <p>Victory in the Final Stage of the All-Russian Youth Competition of Strategic Communications "INTEGRAPH" (+20 points in the Individual Achievement criterion)</p> <p>Prize-winning place in the Final Stage of the All-Russian Youth Competition of Strategic Communications "INTEGRAPH" competition (+10</p>	25

	<p>points in the Individual Achievement criterion) Victory in the Final Stage of the All-Russian Youth Competition “Reklam- konstruktor” (+10 points in the Individual Achievement criterion) Prize-winning place in the Final Stage of the All-Russian Youth Competition “Reklam- konstruktor” (+5 points in the Individual Achievement criterion) Taking into account additional points, the overall score for the Individual Achievement criterion cannot exceed the established 25 points</p>	
Advanced training courses and trainings	<p>Copies of additional documents on education (on advanced training, completion of courses, professional certificates, etc.); The applicant can attach certificates, certificates, diplomas confirming the study of educational courses, advanced training and training in Russia abroad. If the applicant is during the training process, he can attach a certificate of training signed/stamped by the educational institution. It is permissible to attach documents on training both directly related to the educational direction of the master's program, and documents, in the opinion of the applicant, indicating general competencies that will help in future professional and scientific activities. Required courses taken during a student's previous education, such as a certificate of completion of a minor during undergraduate study, are not evaluated by the committee.</p>	15
Interview	<p>Results of an online meeting with an applicant, where it is held to assess his motivation, degree of competence, ideas about future educational and professional activities</p>	25
<i>Documents that may be included in the portfolio</i>		

Valid international certificates indicating the level of foreign language proficiency	Certificates confirming Russian language proficiency	5
---	--	---