

Federal State Autonomous Educational Institution of Higher Education

NATIONAL RESEARCH UNIVERSITY "HIGHER SCHOOL OF ECONOMICS"

Faculty of Creative Industries

PORTFOLIO COMPOSITION

**for foreign citizens entering the educational
programme of Master's degree
"Media Management"
training direction 42.04.05 Media Communications**

**Academic supervisor of the programme -
Candidate of Philological Sciences Tatyana
Magera, Associate Professor at the Media
Institute of the National Research
University Higher School of Economics.**

2023

List of documents for the entrance test in the form of a competitive selection (portfolio) for foreign citizens in the framework of a separate competition for places under agreements on the provision of paid educational services and criteria for evaluating the portfolio

Educational programme "Media Management"

Portfolio element	Assessment criteria	Maximum number of points for a portfolio element
<i>Compulsory documents</i>		
Resume or confirmation of relevant work experience with a copy of employment record or other documents	To be assessed: - Professional experience; - Availability of publications, submitted materials or works in general; Priority is given to analytical materials. - Significance of organizations where the applicant works/worked.	40 points
Motivation letter	The motivation letter is written in free form and should contain the following elements: 1. Reasons for the candidate to pursue a Master's programme; 2. Justification for the choice of the Master's programme in Media Management; 3. The candidate's overall evaluation of his/her professional development and educational trajectory; 4. The candidate's vision of the professional activity he/she intends to pursue upon graduation from Master's programme.	20 points
Recommendation letters	Recommendations (a maximum of three recommendations are evaluated.) To be taken into account: - recommendations from state authorities; - recommendations from the University (State Examination Committee, rector, vice-rector, dean); - from organisations (employers) or their individual structural subdivisions; - from representatives of the media industry, science, universities (including academic supervisors).	30 points
<i>Documents which can be included into portfolio</i>		
Additional documents on	Certificates of professional achievements, documents on additional education and/or	10 points

education (advanced training, courses, professional certificates, etc.)	advanced training, courses, trainings, internships relevant to the profile of the educational program; evidence of other personal achievements of the applicant (e.g., winning competitions) Only achievements during and after graduation are taken into account. Achievements from the school period are not taken into account	
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