**Project Proposal**

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| **Type of project** / Тип проекта | *Practical* |
| **The name of project** / Название проекта | **HSE Illuminated Magazine Promotion on Social Media** |
| **Department of university** /Подразделение инициатор проекта | *Students Support Offices of Bachelor Programmes “Political Science and World Politics”, “Sociology and Social Informatics”* |
| **Project supervisor** / Руководитель проекта | *Ekaterina A. Ershova, PhD,*  *Arkadii V. Naboka, PhD* |
| **Project summary** /Подробное описание содержания проектной работы | *Project participants will be engaged in managing and promoting HSE Illuminated public pages on social media.* |
| **The goals and objectives of the project** /Цель и задачи проекта | *The aim of the project is to find all possible ways of magazine content distribution through social media.* |
| **Project’s tasks** /Проектное задание | *Tasks:*   1. *designing and maintaining the magazine’s social media pages* 2. *planning the magazine promotion and implementation of the plan* 3. *creating posts on social media (based on the magazine materials and original)* 4. *increasing the number of viewers on social media* |
| **Project implementation period** / Сроки реализации проекта | *28.09.2020 - 31.01.2021* |
| **The number of credits** / Количество зачетных единиц | *4* |
| **The form of the final control (exam or test)** /Форма итогового контроля | *Exam* |
| **Entry requirements for student** /Требования к студентам, участникам проекта | * *English speaking and writing skills;* * *Punctuality to deadlines;* * *Creative thinking* * *Willingness to promote the magazine* * *Team work* |
| **The results of the project** /Планируемые результаты проекта | *Popularization of the magazine on social media.* |
| **The presentation of the project’s results to estimate** / Формат представления результатов, который подлежит оцениванию | *Progress report* |
| **Assessment criterion** / Критерии оценивания результатов проекта | * *Attracting not less than 100 (50 international) followers on public pages* * *2 original posts monthly* * *Reposting all the news and articles from HSE Illuminated magazine* |
| **The number of vacancies** / Количество вакантных мест на проекте | *10* |
| **Selection criteria of students** /Критерии отбора студентов | *Promotion plan* |
| **Educational programs for** /Рекомендуемые образовательные программы | *All HSE programmes* |
| **Location** /Территория | *Internet* |