**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*
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| **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*
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| **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*
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| **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* |