

## Elective Courses



The following elective courses are delivered specifically for the exchange students and can be read every semester. The courses are launched if there are enough applications from the students.

Students may apply for elective courses in a special online form here: <http://rggu.com/intstudents/list/courses-in-english/>

**Please, note that according to RSUH credit system students get 1 credit (ECTS) for every 36 academic hours of class activities (lectures, seminars, workshops).**

Course name	Consumer Behavior
Status	elective
ESTC	4
Faculty	Marketing and Advertising
Contacts (including e-mail)	Prof. Elena Tarasenko <a href="mailto:elenatar05@mail.ru">elenatar05@mail.ru</a>
Short description	Consumer Behavior and Analysis Course examines the consumer decision-making process and its societal, environmental, group, and economic determinants. Includes research, analysis and strategy development in consumer motivations, values, wants, needs, and behavior. Consumer Behavior and Analysis Course explores consumer behavior that is specific to the Internet and analyzes methods that motivate consumers to purchase products and/or services. The emphasis of this course is to identify specific Internet marketing campaigns and gauge their success and/or failure in inspiring the consumer to purchase the product or service. One approach studied is personalized marketing—a valuable tactic which allows an Internet marketer to track specific consumer interests and make suggestions on future purchases. This course examines how to develop Internet marketing plans that incorporate a consumer behavioral analysis.



Course name	Lesser-known Dostoevsky
Status	elective
ESTC	2
Faculty	English language department
Contacts (including e-mail)	Prof. Tatyana Kovalevskaya <a href="mailto:tkowalewska@yandex.ru">tkowalewska@yandex.ru</a>
Short description	<p>The course includes 16 classes which combine lectures and class discussions. The reading list includes Dostoevsky's lesser-known (among non-specialists) works: The Poor Folk, The Notes from the House of the Dead, The Notes from the Underground, The Gambler, as well as some stories included in The Diary of the Writer. The aim of the course is to give the students the general understanding of Dostoevsky's aesthetics and socio-philosophical anthropology and also to introduce them to his less well-known thoughts concerning the crucial points of his metaphysics and the philosophy of history. The course requirements include participation in class discussion and two papers: a mid-term paper of 10-15 pages, and a final paper of 20-25 pages.</p>



Course name	Dostoevsky's Major Works
Status	elective
ESTC	2
Faculty	English language department
Contacts (including e-mail)	Prof. Tatyana Kovalevskaya <a href="mailto:tkowalewska@yandex.ru">tkowalewska@yandex.ru</a>
Short description	The course includes 16 classes which combine lectures and class discussions. The reading list includes the four classic novels: Crime and Punishment, The Demons, The Idiot, and The Brothers Karamazov. The aim of the course is to give the students the general understanding of Dostoevsky's aesthetics and socio-philosophical anthropology. The course requirements include participation in class discussion and two papers: a mid-term paper of 10-15 pages, and a final paper of 20-25 pages.



Course name	Russian poetry of the Silver Age
Status	elective
ESTC	2
Faculty	English language department
Contacts (including e-mail)	Prof. Tatyana Kovalevskaya <a href="mailto:tkowalewska@yandex.ru">tkowalewska@yandex.ru</a>
Short description	<p>The course includes 16 classes: 4 lectures and 12 seminars. It aims to familiarize the students with the general trends in the Silver Age poetry, including Symbolism, Acmeism, Futurism, etc. Lectures serve as general introduction to the brief history of Russia and culture, and to the general principles of analyzing poetry, including formal analysis. The syllabus includes, among other, poems by V. Bruisov, A. Blok, A. Akhmatova, O. Mandelshtam, N. Gumilev, V. Mayakovsky, V. Khlebnikov, M. Tsvetaeva. After one or two sample poem analyses presented by the lecturer, the students present their own readings of the poems they select from the reading list. The course involves an active use of various visual aids, and students are encouraged to draw upon non-visual arts such as music. The course requirements include class presentations, participation in class discussion, and two papers: a mid-term paper of 10-15 pages, and a final paper of 20-25 pages.</p>



Course name	Party system and party politics in modern Russia
Status	elective
ESTC	2
Faculty	Political Sociology
Contacts (including e-mail)	Prof. Nataliya Velikaya <a href="mailto:natalivelikaya@gmail.com">natalivelikaya@gmail.com</a>
Short description	<p>Course structure: The course is dedicated to the evolution of political party system in modern Russia from the 90-th of XX century. Periods of party building, changes of legislation about parties, developing of organizational structure of party and its subsidiaries in regions are observed. Parties as subjects of analyze are considered according different theoretical and methodological approaches.</p> <p>Considering developing of parties in the broad context it is shown how party politics and parties activity influence public opinion and perceptions of parties as political institutions. Electoral sympathies and results of elections on federal, regional and local level are viewed as well. Parties preferences are analyzed in the terms of the system of values and attitudes. It s also supposed to consider ideological grounds of different political parties and organizations and how different ideological principles are transforming in concrete social context.</p> <p>Electoral strategies of political parties and political advertising used during last electoral cycles. Additional attention will be paid to the paradoxes of party building in modern Russia, to special Russian Phenomena as Party of Power or lack of strong institutionalized opposition.</p> <p>Each topic supposes individual case-study or practical empirical work for further discussion in group.</p> <p>Teaching methods: Lectures and discussions on the basis of assigned literature (in English and in Russian, if the students read Russian), interpreting of sociological empirical data and presenting individual projects. During the class we will analyze not only the issue itself, but also the scholars' approach to the issue, their position and argumentation.</p>



Course name	Communication geography
Status	elective
ESTC	2
Faculty	Theory and Practice of Public Relations
Contacts (including e-mail)	Dr. Prof. Sergey Klyagin
Short description	<p>The course introduces students to studying communication geography as the newest communication studies applied subdiscipline (Falkenheimer and Janson, 2006). Conceptually the course is based on the constructionist approach to communication and on investigating the 'spacial communication practices'. Topics are purposed to a row of the issues, concerning social environment of communication actors activities, figuring out space and regional boundaries and interactions, space communication stereotypes, mediatization at urbanization and counter-urbanization processes, placemaking, social cohesion and mobilities. The course is addressed students who study communications theories and practices (PR &amp; advertising), political science, tourism. Class sessions include lectures and discussions. The course is suggested collaboratively with the scholars and researchers of specialised departments at the National Communication Association (USA) and European Communication and Research Association.</p>



Course name	Management
Status	elective
ESTC	1-2
Faculty	Management
Contacts (including e-mail)	Prof. Ksenia Chistyakova <a href="mailto:cka@land.ru">cka@land.ru</a>
Short description	<p>The main topics of the course: The major Western approaches in management; The External Environment; The Internal Environment.</p> <p>Teaching methods: Lectures according to the teaching plan and discussions on its basis. The students are obliged to prepare reports or informational announcements every week as per the tasks given.</p>



Course name	Religion in a Secular Age
Status	elective
ESTC	4
Faculty	Center for the Study of Religion
Contacts (including e-mail)	Prof. Alexander Agadjanian <a href="mailto:grandrecit@gmail.com">grandrecit@gmail.com</a>
Short description	<p>This course will draw upon the variety of materials from Europe, post-Soviet Eurasia, Middle East, the Americas, and the Southeast Asia, and explore the vicissitudes of religion, and even more broadly, of the sacred, in today's world which is supposedly secular and still increasingly "disenchanted." The course will cover the basic ideas of the process of secularization that started, admittedly, since the 16th century, and continues. We will follow the story of how the distinction between "secular" and "religious" has been constructed in the modern times and the Enlightenment, and how the boundaries between the two have been moving. However, we will also deal with the criticism of secularization paradigm based upon the positions of current postmodern and postcolonial approaches, as well as upon new evidences from across the world that support the ideas of "de-secularization" or "post-secularism." What is going on, in fact, is not a linear development but a variety of simultaneous processes of constant redefining, reconstructing, and reformatting of the sacred, in its connection with culture, knowledge, power, and violence. The course will largely draw upon experiences of many regions, starting with Europe and North America, and further with special focus on Russia, former Soviet Eurasia, and non-Western areas.</p>





Course name	Religion, Nation and Ethnicity
Status	elective
ESTC	4
Faculty	Center for the Study of Religion
Contacts (including e-mail)	Prof. Alexander Agadjanian <a href="mailto:grandrecit@gmail.com">grandrecit@gmail.com</a>
Short description	<p>This course explores the interaction between religion and ethnic/national identities in the modern world. The class draws upon a variety of particular cases belonging to different religious traditions as they are intertwined with ethnic and national identities through sacralization, symbolic legitimation and/or motivation to action. The conflicts, involving religious actors and rhetoric, will be analyzed and monitored throughout the class. The students are supposed to pick one of the complex cases and prepare portfolios that will eventually put together into a final essay. Special focus will be made on Russian and Eurasian cases.</p> <p>Selected themes:          Ethnicity and religion          Nation, Nationalism and religion          National identity and religious identity          Globalization and religion          Diaspora, Nationalism and Religion          Multiple modernities and religion          The logic of religious violence</p>



Course name	<ol style="list-style-type: none"><li>1. Egyptian language</li><li>2. Coptic language and literature,</li><li>3. Egyptian collections in the museums of the world</li><li>4. Religion of Ancient Egypt</li><li>5. History of Ancient Egypt</li><li>6. Egypt and the World in Antiquity</li><li>7. Literature and Mythology of Egypt</li><li>8. Egyptians outside the Nile valley</li><li>9. Meroe ancient civilization of Sudan</li></ol>
Status	elective
ESTC	should be inquired specifically
Faculty	Center of Egyptology
Contacts (including e-mail)	Center of Egyptology <a href="mailto:egypto@mail.ru">egypto@mail.ru</a>
Short description	-