



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.03.02 Management
 Educational Programme "Digital Marketing"
 Implementing unit: Faculty of Management, HSE - Nizhny Novgorod

APPROVED
 17.04.2024
 Vice Rector
 ROSHCHIN S.Y.
 Signed with EDS

Years of Study: 2024/2025 - 2027/2028

Length of Programme: 4 years

Mode of Study: Full Time

Degree: Bachelor's degree

Block Code	Course	Subject type	Credits	Credits by Years				Planned Educational Programme Development Results
				1	2	3	4	
	Degree Programme		240,00	60,00	60,00	60,00	60,00	
	Major		170,00	47,00	37,00	37,00	49,00	
	Core Professional Block (Major)		85,00	44,00	12,00	12,00	17,00	
	Subject Areas		85,00	44,00	12,00	12,00	17,00	
1	Probability Theory and Mathematical Statistics	C	3,00		3,00			GPC-2, UC-1
2	Programming in Python	C	3,00		3,00			GPC-5, GPC-6
3	Strategic Management	C	3,00				3,00	GPC-3, UC-2, UC-9
4	Financial and Investment Analysis	C	3,00		3,00			GPC-1, UC-1
5	Marketing Research	C	3,00			3,00		GPC-2, GPC-6, UC-1, UC-2
6	Project Management	C	3,00				3,00	GPC-2, UC-1, UC-11
7	Entrepreneurship (offered in a foreign language)	C	3,00			3,00		GPC-4, UC-6, UC-9
8	Leadership	C	4,00				4,00	UC-3, UC-5
9	Basics of Product Management (offered in a foreign language)	C	3,00		3,00			GPC-4, UC-9
10	Operations and Process Management	C	3,00			3,00		GPC-2, GPC-3, UC-2
11	Managerial decision-making	C	4,00				4,00	GPC-2, GPC-3
12	Economic Theory	C	10,00	10,00				GPC-1, UC-1, UC-9
13	Management Theory and History	C	4,00	4,00				UC-1, UC-2
14	Principles of Marketing	C	4,00	4,00				GPC-2, GPC-3, GPC-4, UC-1
15	Digital Marketing	C	3,00	3,00				GPC-2, GPC-6, PC-10, PC-11
16	Psychology of Communication	C	3,00	3,00				GPC-3, UC-3
17	Business Ethics and Corporate Social Responsibility	C	4,00	4,00				UC-10, UC-4, UC-5
18	Data Analysis and Visualization in Excel	C	3,00	3,00				GPC-2, GPC-5, GPC-6
19	Data Analysis in Python	C	3,00			3,00		GPC-5, GPC-6
20	Finance for Marketers	C	3,00				3,00	GPC-5, PC-4

21	Emotional Intelligence	C	3,00	3,00				UC-3, UC-6
22	Foundations of Advanced Mathematics	C	10,00	10,00				UC-1
	Elective Professional Block (Major)		85,00	3,00	25,00	25,00	32,00	
	Научно-исследовательский семинар (НИС)		14,00	3,00	7,00	4,00		
1	Project Seminar "Research in Advertising Activity"	C	4,00		4,00			PC-10, PC-11, PC-4, PC-7, UC-5
2	Research Seminar "Informations Support for Research in Management"	C	3,00		3,00			GPC-2, UC-1
3	Project Seminar "Setting up an Advertising Campaign"	C	4,00			4,00		GPC-2, GPC-6, PC-10, PC-11
4	Project seminar "Analysis of the competitive environment"	C	3,00	3,00				PC-10, PC-11, PC-8, UC-7
	Interaction with the target market		12,00		12,00			
1	Brand Management in Digital	E	3,00		3,00			GPC-3, PC-2, UC-9
2	Media Planning. Digital Marketing as Part of the Marketing Media Mix	E	3,00		3,00			PC-1, PC-3, PC-4
3	Methodology of Research in Advertising	E	3,00		3,00			GPC-2, PC-11, PC-4, PC-9
4	Introduction to Contextual Advertising	E	3,00		3,00			GPC-2, GPC-5, GPC-6
5	New Product Marketing	E	3,00		3,00			PC-10, PC-11, PC-9
	Soft skills		6,00		6,00			
1	Coaching	E	3,00		3,00			PC-5, UC-4
2	Psychology in Marketing	E	3,00		3,00			UC-3, UC-4, UC-5
3	Business Etiquette: Writing, Speaking, Acting (offered in a foreign language)	E	3,00		3,00			UC-3, UC-6
	Data analysis		4,00			4,00		
1	Statistical Analysis (SPSS)	E	4,00			4,00		GPC-2, GPC-5, GPC-6
2	Databases	E	4,00			4,00		GPC-2, GPC-5, GPC-6
	Auxiliary tools for working with the target market		9,00			9,00		
1	Marketplaces as Part of Media Mix	E	3,00			3,00		PC-3, UC-5
2	E-mail Marketing	E	3,00			3,00		PC-3, UC-5
3	Digital analytics	E	3,00			3,00		PC-1, PC-2, PC-4, PC-5, PC-6
4	Fundamentals of Marketing Analytics	E	3,00			3,00		PC-1, PC-10, PC-11
	Strategic marketing tools		16,00				16,00	
1	Psychology of Advertising	E	4,00				4,00	GPC-2, GPC-5, GPC-6, UC-1
2	Consumer segmentation and behavioral marketing	E	4,00				4,00	GPC-2, PC-6, PC-7
3	Marketing Communications	E	4,00				4,00	GPC-3, GPC-4, UC-1
4	Digital Product Management	E	4,00				4,00	GPC-4, GPC-6, UC-9
5	Marketing Analytics	E	4,00				4,00	GPC-2, GPC-3
	Artificial intelligence in digital marketing		16,00				16,00	
1	Formation of analytical products. Data Driven Approach	E	4,00				4,00	PC-5, UC-5
2	Multi-touch attribution	E	4,00				4,00	GPC-2, GPC-5, GPC-6
3	Local Intelligence	E	4,00				4,00	PC-10, PC-11, PC-8, PC-9
4	AI-маркетинг	E	4,00				4,00	PC-10, PC-11, PC-7, PC-9

5	Customer data ethics	E	4,00				4,00	GPC-2, PC-10, PC-11
	Advertising tools		8,00			8,00		
1	Contextual Advertisement	E	4,00			4,00		PC-4, PC-7
2	Paid Social Ads and SMM	E	4,00			4,00		PC-1, PC-2
3	Search Engine Optimisation	E	4,00			4,00		PC-1, PC-2
	Internship		30,00	4,00	8,00	9,00	9,00	
	Professional Internship		6,00		2,00		4,00	
1	Educational Internship (Introductory Training)	C	2,00		2,00			UC-2, UC-3, UC-6
2	Graduation Internship	C	4,00				4,00	PC-2, UC-2, UC-6
	Project Internship		22,00	4,00	4,00	9,00	5,00	
1	Preparation of Graduation Thesis	C	5,00				5,00	GPC-2, GPC-3, GPC-4, PC-10, PC-11, UC-1, UC-2
2	Курсовая работа 2	C	4,00			4,00		UC-2
3	Competitor Analysis Project	C	4,00	4,00				PC-10, PC-11, PC-8, PC-9
4	The project "Research in advertising"	C	4,00		4,00			PC-10, PC-11, PC-4, PC-7
5	"Setting up advertising activities" project	C	5,00			5,00		GPC-2, PC-11, PC-8
	Research Internship		2,00		2,00			
1	Курсовая работа 1	C	2,00		2,00			UC-2
	General Courses		14,00	6,00	5,00	3,00		
	Core General Courses		2,00	1,00	1,00			
1	Physical Training	C	1,00		1,00			UC-7
2	Safe Living Basics	C	1,00	1,00				UC-11
	Optional General Courses		12,00	5,00	4,00	3,00		
1	Russian History	C	4,00		4,00			UC-1
2	Legal Literacy	C	3,00			3,00		GPC-1, UC-1, UC-10, UC-2
3	Foundations of Russian Statehood	C	2,00	2,00				UC-5
4	Philosophy	C	3,00	3,00				UC-3, UC-5
	Minor		20,00		10,00	10,00		
1	Minor	E	20,00		10,00	10,00		UC-1, UC-2
	English		1,00				1,00	
	Examinations		1,00				1,00	
1	Independent English Exam (offered in a foreign language)	C						UC-4
2	Project Proposal (offered in a foreign language)	C	1,00				1,00	UC-4
3	English Language Integrative Exam	C						UC-4
	Optional Courses							
1	English (offered in a foreign language)	O	14,00	8,00	6,00			UC-4
2	Academic English Writing (offered in a foreign language)	O	2,00				2,00	UC-4
	Data Culture		4,00	3,00		1,00		
1	Independent Programming Test. Intermediate	C						GPC-5, GPC-6
2	Data Science, AI and Generative Models Independent Test. Intermediate	C	1,00			1,00		GPC-2, GPC-5

3	Digital Literacy	C	3,00	3,00				GPC-5, GPC-6
4	Independent Digital Literacy Test	C						GPC-5, GPC-6
5	External Examinations on Digital Skills. Entry-level	C						GPC-5, GPC-6
6	External Examinations on Digital Skills. Intermediate Level	C						GPC-5, GPC-6
7	External Examinations on Digital Skills. Final Level	C						GPC-5, GPC-6
	Final State Certification (FSC)		1,00				1,00	
	Thesis Work		1,00				1,00	
1	Presenting of Graduation Thesis	C	1,00				1,00	GPC-2, GPC-4, PC-10, PC-11, UC-4

Curriculum agreed:

Academic Supervisor	LOSCHILOVA L.B.	08.04.2024
Dean	FOMENKOV D.A.	09.04.2024
Deputy Director	FOMENKOV D.A.	09.04.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	17.04.2024

* Subject type:

Compulsory course	C
Elective course	E
Optional course	O