



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.04.02 Management

Educational Programme "Marketing"

Trajectories: "Marketing"

Implementing unit: Faculty of Management, HSE - Nizhny Novgorod

Years of Study: 2024/2025 - 2025/2026

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

APPROVED

19.04.2024

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Block Code	Course	Subject type	Credits	Credits by Years		Planned Educational Programme Development Results
				1	2	
	Degree Programme		120,00	60,00	60,00	
	Marketing (General track)		120,00	60,00	60,00	
	Key Seminars		24,00	15,00	9,00	
1	Project Seminar	C	3,00	3,00		PC-18, PC-2, PC-3
2	Mentor's Seminar	C	6,00	3,00	3,00	GPC-2.MAN, GPC-5.MAN, PC-1, UC-1, UC-2, UC-4
3	Research Seminar "Contemporary Trends and Tools in Marketing"	C	15,00	9,00	6,00	GPC-2.MAN, GPC-5.MAN, PC-1, UC-1, UC-2, UC-4
	Internship		21,00	9,00	12,00	
	Project Internship		3,00	3,00		
1	Projects	C	3,00	3,00		PC-18, PC-2, PC-3
	Professional Internship		9,00	6,00	3,00	
1	Educational Internship	C	3,00		3,00	PC-15, PC-17, PC-2, PC-3, PC-5, UC-5, UC-6
2	Term Paper	C	6,00	6,00		PC-1, PC-15, PC-17, PC-4, PC-5, PC-6, UC-2, UC-6
	Research Internship		9,00		9,00	
1	Preparation of the Final Qualificaiton Paper	C	9,00		9,00	PC-1, PC-15, PC-17, PC-4, PC-5, PC-6, UC-2, UC-6
	Major		54,00	33,00	21,00	
	Components of the Field of Study		15,00	15,00		
1	The Methodology of Scientific Research in Management: Research in Marketing	C	6,00	6,00		PC-1, PC-3, PC-4, PC-5

2	Strategies in Management: Marketing Strategies	C	6,00	6,00		GPC-1.MAN, GPC-3.MAN, PC-12, PC-14
3	Managerial Economics (offered in a foreign language)	C	3,00	3,00		PC-4, UC-1
Components of Educational Track			27,00	15,00	12,00	
1	Data-driven Culture (offered in a foreign language)	C	6,00	6,00		PC-2, UC-3
2	Product Management (offered in a foreign language)	C	6,00	6,00		PC-15, PC-16, UC-5
3	Finance for Marketers	C	3,00	3,00		PC-4, UC-1
4	Technology Startups In Marketing (offered in a foreign language)	C	6,00		6,00	PC-2, UC-3
5	Consumer Behavior (Advanced Course) (offered in a foreign language)	C	6,00		6,00	GPC-1.MAN, PC-4, UC-1
Elective Components (Courses)			3,00	3,00		
1	Customer Relationship	E	3,00	3,00		PC-13
2	Digital Marketing Strategy	E	3,00	3,00		PC-12, PC-15
3	Formation of the Personal Brand for Young Specialist	E	3,00	3,00		UC-3, UC-6
4	International Marketing (offered in a foreign language)	E	3,00	3,00		GPC-1.MAN, GPC-3.MAN, PC-12, PC-14
Elective Components (Courses)			6,00		6,00	
1	Digital Communications	E	3,00		3,00	PC-13, UC-5
2	Presentations and Storytelling	E	3,00		3,00	GPC-1.MAN, GPC-2.MAN, GPC-4.MAN
3	Design Technology	E	3,00		3,00	PC-13
4	Innovative Business Models (offered in a foreign language)	E	3,00		3,00	GPC-4.MAN, PC-10, PC-11, PC-12
Elective Components (Courses)			3,00		3,00	
1	History of Advertising Tools	E	3,00		3,00	PC-1
2	Python for Data Extraction and Processing	E	3,00		3,00	PC-3
Magolego			15,00	3,00	12,00	
1	All-university Pool MAGOLEGO Courses	E	15,00	3,00	12,00	PC-14, PC-15, PC-18
Final State Certification (FSC)			6,00		6,00	
1	Final Qualification Paper	C	6,00		6,00	GPC-1.MAN, GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-1, PC-10, PC-11, PC-12, PC-13, PC-14, PC-15, PC-16, PC-17, PC-18, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6

**Curriculum agreed:**

Academic Supervisor SHUSHKIN M.A. 18.04.2024

Dean FOMENKOV D.A. 18.04.2024

Deputy Director

FOMENKOV D.A.

18.04.2024

Head of Centre for  
Educational Model Design

LEPESHKIN I.A.

18.04.2024

\* Subject type:

Compulsory course

C

Elective course

E