



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.04.02 Management

Educational Programme "Marketing: Digital Technology and Marketing Communications"

Trajectories: "Marketing Communication and Branding", "Marketing strategies and Product management"

Implementing unit: Graduate School of Business, HSE - Moscow

Years of Study: 2024/2025 - 2025/2026

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

APPROVED

06.06.2024

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	
	General Components		32,00	32,00		
	Key Seminars		2,00	2,00		
	Project Seminars		2,00	2,00		
1	Mentor's Seminar	C	2,00	2,00		GPC-1.MAN, UC-1, UC-6
	Internship					
	Major		30,00	30,00		
	Basic Components		15,00	15,00		
1	ResearchMethodology in Marketing	C	3,00	3,00		GPC-2.MAN, GPC-5.MAN, UC-1
2	Marketing Strategies	C	6,00	6,00		GPC-2.MAN, GPC-4.MAN, PC-3, PC-6, UC-1, UC-3, UC-4
3	Financial Management: Financial Analysis and New Business Models	C	6,00	6,00		GPC-2.MAN, PC-5, PC-7, UC-6
	Compulsory Courses		15,00	15,00		
1	Brand Strategies and Brand Management	C	6,00	6,00		GPC-1.MAN, GPC-5.MAN, PC-4, PC-6, UC-4, UC-5, UC-6
2	Digital Marketing and E-commerce	C	6,00	6,00		GPC-2.MAN, GPC-4.MAN, PC-7, UC-1, UC-2
3	Critical Thinking and Problem Solving	C	3,00	3,00		GPC-3.MAN, PC-1, PC-5, UC-1
	Magolego					
	Marketing strategies and Product management (Applied track)		120,00	60,00	60,00	
	Key Seminars		27,00	12,00	15,00	

	Research seminar		19,00	7,00	12,00	
1	Research Seminar "Industry Specifics of Marketing Activities"	C	6,00	6,00		GPC-2.MAN
2	Research Seminar "Data Science and Data Processing in Marketing"	C	6,00		6,00	GPC-5.MAN, PC-3, UC-6
3	Research Seminar "Thesis Preparation Skills"	C	3,00		3,00	GPC-2.MAN, PC-2, UC-6
4	Mentor's Seminar "Topical Issues of Strategic Marketing"	C	4,00	1,00	3,00	GPC-1.MAN
	Project Seminar		6,00	3,00	3,00	
1	Project Seminar "Sustainable Development Practices"	C	3,00	3,00		GPC-3.MAN, GPC-4.MAN, PC-8
2	Project seminar "Neuromarketing"	C	3,00		3,00	GPC-2.MAN, PC-2, PC-6, UC-1
	Internship		24,00	3,00	21,00	
	Project Internship		6,00	3,00	3,00	
1	Profile trajectory project	C	3,00		3,00	GPC-4.MAN, PC-2, PC-3
2	Course project	C	3,00	3,00		GPC-4.MAN, PC-8
	Professional Internship		18,00		18,00	
1	Work Experience Internship	C	3,00		3,00	GPC-1.MAN, PC-7, PC-8
2	Thesis Preparation	C	15,00		15,00	GPC-5.MAN, PC-2, PC-8
	Major		57,00	42,00	15,00	
	Compulsory Courses		21,00	12,00	9,00	
1	International Marketing (offered in a foreign language)	C	3,00	3,00		GPC-5.MAN, PC-4, PC-5
2	Modern Technologies in Marketing	C	6,00	6,00		GPC-2.MAN, PC-4, PC-7
3	Sales Channel Management and Category Management	C	3,00	3,00		GPC-2.MAN, GPC-3.MAN, PC-4, PC-6
4	Innovative Business Models (offered in a foreign language)	C	3,00		3,00	GPC-4.MAN, PC-4, PC-6
5	Product Management	C	3,00		3,00	PC-8
6	Artificialintelligence and Prompt Engineering	C	3,00		3,00	GPC-4.MAN, PC-6
	Elective Courses "Entrepreneurship and Digital Environment"		3,00		3,00	
1	Startup Lab	E	3,00		3,00	GPC-4.MAN, PC-4
2	Development of Digital Platforms in the Public Sector	E	3,00		3,00	GPC-1.MAN, PC-4, UC-3, UC-5
3	Customer Experience Management	E	3,00		3,00	GPC-1.MAN, UC-3, UC-5
	Elective Courses Pool "Soft Skills Forming"		3,00		3,00	
1	Formation of the Personal Brand for Young Specialist	E	3,00		3,00	GPC-2.MAN, PC-1, PC-8, UC-6
2	Presentations and Storytelling	E	3,00		3,00	GPC-2.MAN, PC-1, PC-2, UC-6
3	Leadership in Corporate Environment	E	3,00		3,00	GPC-4.MAN, UC-2
	Magolego		9,00	3,00	6,00	
1	All-university Pool MAGOLEGO Courses	E	9,00	3,00	6,00	GPC-2.MAN, PC-2, UC-6
	Final State Certification (FSC)		3,00		3,00	

		C	3,00		3,00	GPC-1.MAN, GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
1	Final Qualification Paper					
	Marketing Communication and Branding (Applied track)		120,00	60,00	60,00	
	Key Seminars		27,00	12,00	15,00	
	Research Seminars		19,00	7,00	12,00	
1	Research Seminar "Media Advertising Business in the Conditions of Digitalization"	C	6,00	6,00		GPC-3.MAN, GPC-5.MAN, PC-1, PC-5, PC-8
2	Research Seminar "Thesis Preparation Skills"	C	3,00		3,00	GPC-2.MAN, PC-2, UC-6
3	Research Seminar "Data Science and Data Processing in Marketing"	C	6,00		6,00	GPC-2.MAN, PC-3, UC-6
4	Mentor's Seminar "Topical Issues of Marketing Communications"	C	4,00	1,00	3,00	GPC-1.MAN
	Project Seminar		6,00	3,00	3,00	
1	Project Seminar "Sustainable Development Practices"	C	3,00	3,00		GPC-3.MAN, GPC-4.MAN, PC-8
2	Project seminar "Neuromarketing"	C	3,00		3,00	GPC-2.MAN, PC-2, PC-6, UC-1
	Internship		24,00	3,00	21,00	
	Project Internship		6,00	3,00	3,00	
1	Profile trajectory project	C	3,00		3,00	GPC-4.MAN
2	Course project	C	3,00	3,00		GPC-4.MAN
	Professional Internship		18,00		18,00	
1	Work Experience Internship	C	3,00		3,00	GPC-1.MAN
2	Thesis Preparation	C	15,00		15,00	GPC-5.MAN, PC-2
	Major		57,00	42,00	15,00	
	Compulsory Courses		21,00	12,00	9,00	
1	International Marketing (offered in a foreign language)	C	3,00	3,00		GPC-5.MAN
2	Behavioral Models in the Consumer and Media Environment	C	3,00	3,00		GPC-2.MAN, PC-7
3	Integrated Brand Communications: Management, Performance Assessment	C	6,00	6,00		PC-4, PC-5
4	Strategic Communications Management	C	3,00		3,00	GPC-1.MAN, GPC-3.MAN, UC-1, UC-3
5	Innovative Technologies of Marketing Communications: at Points of Sale, SP, DM (offered in a foreign language)	C	3,00		3,00	GPC-1.MAN, PC-4, PC-7, UC-1, UC-5
6	Artificialintelligence and Prompt Engineering	C	3,00		3,00	GPC-2.MAN, PC-3, PC-7, UC-4
	Elective Courses "Entrepreneurship and Digital Environment"		3,00		3,00	
1	Startup Lab	E	3,00		3,00	GPC-4.MAN, PC-4, PC-8
2	Development of Digital Platforms in the Public Sector	E	3,00		3,00	GPC-1.MAN, PC-4, UC-3, UC-5
3	Customer Experience Management	E	3,00		3,00	GPC-1.MAN, UC-3, UC-5

	Elective Courses Pool "Soft Skills Forming"		3,00		3,00	
1	Formation of the Personal Brand for Young Specialist	E	3,00		3,00	PC-1, PC-8, UC-6
2	Presentations and Storytelling	E	3,00		3,00	GPC-2.MAN, PC-1, PC-2, UC-6
3	Leadership in Corporate Environment	E	3,00		3,00	GPC-4.MAN, UC-2
	Magolego		9,00	3,00	6,00	
1	All-university Pool MAGOLEGO Courses	E	9,00	3,00	6,00	GPC-2.MAN, PC-2, UC-6
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-1.MAN, GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8

**Curriculum agreed:**

Academic Supervisor	VETROVA T.V.	16.05.2024
Dean	GABRIELOV A.O.	17.05.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	04.06.2024

\* Subject type:

Compulsory course	C
Elective course	E