



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.04.02 Management  
 Educational Programme "Marketing Management"  
 Trajectories: "Marketing Director"

Implementing unit: Graduate School of Business, HSE - Moscow

Years of Study: 2022/2023 - 2023/2024

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

APPROVED  
 13.05.2022  
 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 Director (Applied track)		120,00	60,00	60,00	
	Key Seminars		21,00	12,00	9,00	
1	Mentor's Seminar	C	6,00	3,00	3,00	UC-1, UC-2, UC-3,
2	Leadership: Business lab for Marketing Director	C	6,00	6,00		, UC-3, UC-2, GPC-4, GPC-1, UC-1
3	Research Seminar "Modern marketing: trends, technologies, research"	C	3,00		3,00	UC-1, UC-3, UC-2, UC-5,
4	Project Seminar "Purpose-driven Business"	C	3,00	3,00		UC-1, UC-6, , UC-4, GPC-5, UC-3, UC-5
5	Project Seminar "Marketing Plan"	C	3,00		3,00	GPC-5, UC-3, , UC-4, UC-1, UC-6
	Internship		30,00	9,00	21,00	
	Project Internship		24,00	9,00	15,00	
1	Course Project	C	6,00	6,00		, UC-2, UC-3
2	Projects "Green Marketing and ESG Practices"	C	3,00	3,00		, GPC-4, UC-3, UC-1, UC-2
3	Preparation of the Final Qualifying Work	C	15,00		15,00	UC-2, , UC-3, UC-1
	Professional Internship		6,00		6,00	
1	Work Experience Internship	C	6,00		6,00	, UC-6, UC-1
	Major		57,00	33,00	24,00	
	Compulsory Courses		36,00	18,00	18,00	
1	Marketing Research	C	6,00	6,00		UC-6, UC-3, , UC-1
2	Consumer Behaviour	C	6,00	6,00		, GPC-4, UC-1, UC-4
3	Marketing Analysis and Marketing Performance Management	C	6,00	6,00		UC-6,
4	Digital Marketing	C	6,00		6,00	UC-3, , GPC-5, UC-6, UC-1, GPC-1

5	Marketing management and company strategy. Advanced	C	6,00		6,00	, GPC-1, UC-1, UC-5, GPC-5
6	Marketing Organization and Managing Marketing Teams	C	6,00		6,00	GPC-3, UC-4, GPC-1, , GPC-4, UC-1, UC-5, GPC-2
	Elective Courses		21,00	15,00	6,00	
	Block 1. Marketing-Management		12,00	12,00		
1	Brand Management in Digital Economy	E	6,00	6,00		UC-1, GPC-5, , UC-6
2	New Product Development	E	6,00	6,00		UC-1, GPC-5, , UC-5
3	Relationship Marketing and Customer Analytics	E	6,00	6,00		GPC-1, UC-6,
4	Omnichannel Commerce and Trade Marketing	E	6,00	6,00		, GPC-3, UC-6
	Block 2. Special Issues of Marketing		3,00	3,00		
1	B2B Marketing	E	3,00	3,00		GPC-5, UC-1, GPC-3, GPC-1, UC-6,
2	Omnichannel customer experience management (offered in a foreign language)	E	3,00	3,00		GPC-2, , UC-6, UC-1
	Block 3. Pricing and Product Strategies		3,00		3,00	
1	Pricing Management	E	3,00		3,00	UC-1, UC-6,
2	Assortment Planning and Category Management	E	3,00		3,00	GPC-3, UC-6, , UC-1
	Block 4. Modern marketing technologies		3,00		3,00	
1	International Marketing Strategies (offered in a foreign language)	E	3,00		3,00	, UC-1, GPC-2, UC-6
2	Data-driven Marketing (offered in a foreign language)	E	3,00		3,00	UC-3, GPC-5, UC-1, , UC-6
	Magolego		9,00	6,00	3,00	
1	University Pool Courses	E	9,00	6,00	3,00	UC-1, GPC-3, , UC-4, UC-6
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	, GPC-5, UC-1, UC-2, UC-5

**Curriculum agreed:**

Academic Supervisor	PANTELEEVA E.K.	29.04.2022
Dean	KATKALO V.S.	29.04.2022
Head of Degree Programmes Development Office	MAMONOVA M.A.	12.05.2022

\* Subject type:

Compulsory course            C

Elective course

E