



National Research University Higher School of Economics (HSE)

Curriculum
Field of study 38.04.02 Management
Educational Programme "Marketing"
Trajectories: "Marketing"
Implementing unit: Faculty of Management, HSE - Nizhny
Novgorod
1 st, 2024/2025 academic year

APPROVED
19.04.2024
Vice Rector
ROSHCHIN S.Y.
Signed with EDS

Length of Programme: 2 years
Years of Study: 2024/2025 - 2025/2026
Mode of Study: Full Time
Degree: Master's degree / MBA

| Block Code | Course | Subject type | Department | Credits | Total Academic Hours | Contact Hours | Allocation of Contact Hours | | | | Additional Information |
|---|---|--------------|--|--------------|----------------------|---------------|-----------------------------|------------|-----------|-----------|------------------------|
| | | | | | | | 1 | 2 | 3 | 4 | |
| Degree Programme | | | | 60,00 | 2 280 | 358 | 76 | 126 | 94 | 62 | |
| Marketing (General track) | | | | 60,00 | 2 280 | 358 | 76 | 126 | 94 | 62 | |
| Major | | | | 33,00 | 1 254 | 260 | 52 | 104 | 64 | 40 | |
| Elective Components (Courses) | | | | 3,00 | 114 | 24 | | 24 | | | |
| 1 | Digital Marketing Strategy | E | Department of Marketing | 3,00 | 114 | 6 | | | 6A | | Online Course |
| 2 | International Marketing | E | департамент маркетинга | 3,00 | 114 | 24 | | | | 24A | Foreign language |
| 3 | Customer Relationship | E | Department of Marketing | 3,00 | 114 | 6 | | | 6A | | Online Course |
| 4 | Formation of the Personal Brand for Young Specialist | E | департамент маркетинга | 3,00 | 114 | 24 | | 24A | | | |
| Components of the Field of Study | | | | 15,00 | 570 | 136 | 52 | 60 | 24 | | |
| 1 | The Methodology of Scientific Research in Management: Research in Marketing | C | Department of Marketing | 6,00 | 228 | 52 | | | 28 | 24A | |
| 2 | Strategies in Management: Marketing Strategies | C | Department of Marketing | 6,00 | 228 | 60 | 28 | 32A | | | |
| 3 | Managerial Economics | C | Department of Economic Theory and Econometrics | 3,00 | 114 | 24 | 24A | | | | Foreign language |
| Components of Educational Track | | | | 15,00 | 570 | 100 | | 20 | 40 | 40 | |
| 1 | Data-driven Culture | C | Department of Marketing | 6,00 | 228 | 40 | | | 20 | 20A | Foreign language |
| 2 | Product Management | C | Department of Marketing | 6,00 | 228 | 40 | | | 20 | 20A | Foreign language |
| 3 | Finance for Marketers | C | Department of Venture Management | 3,00 | 114 | 20 | | 20A | | | |
| Key Seminars | | | | 15,00 | 570 | 94 | 24 | 22 | 30 | 18 | |
| 1 | Research Seminar "Contemporary Trends and Tools in Marketing" | C | Department of Marketing | 9,00 | 342 | 68 | 20 | 20 | 28A | | |
| 2 | Project Seminar | C | Department of Marketing | 3,00 | 114 | 16 | | | | 16A | |
| 3 | Mentor's Seminar | C | Department of Marketing | 3,00 | 114 | 10 | 4 | 2 | 2 | 2A | |

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| | Magolego | | | 3,00 | 114 | | | | | |
| 1 | All-university Pool MAGOLEGO Courses | E | | 3,00 | 114 | | | | | |
| | Internship | | | 9,00 | 342 | 4 | | | | 4 |
| | Project Internship | | | 3,00 | 114 | 2 | | | | 2 |
| 1 | Projects | C | | 3,00 | 114 | 2 | | | | 2A |
| | Professional Internship | | | 6,00 | 228 | 2 | | | | 2 |
| 1 | Term Paper | C | | 6,00 | 228 | 2 | | | | 2A |

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