

National Research University Higher School of Economics (HSE)

Curriculum

Field of study 38.04.02 "Management"

Educational Programme "Smart-Marketing: Data, Analysis, Insight"

Faculty of Economics, Management and Business Informatics, Perm
2nd, 2021/2022 year of studyAPPROVED by
Vice Rector

"___" _____ 20__.

Length of Programme: 2 years

Years of Study: 2020/2021 - 2021/2022

Mode of Study: Full Time

Degree: Master's Degree

Number of Students: 19

Number of Groups: 1

Block Code	Course	Department	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours				Additional Information
						1	2	3	4	
	(!!	!!)	60	2280	334	130	168	32	4	
	Bridging Courses									
1	Block 1. Courses (Modules)		26	988	252	110	140	2		
.2	Components of Educational Program/Track		26	988	252	110	140	2		
	Basic Components		18	684	192	52	140			
2	Marketing Engineering	Department of Management	6	228	64	24	40A			
3	Customer Relationship	Department of Management	5	190	56		56A			
4	Internet Marketing and Analytics	Department of Management	7	266	72	28	44A			
	Elective Components (Elective Courses)		8	304	60	58		2		
1	Branding and Brand-Communications	Department of Management	5	190	58	58A				
	Elective Course		3	114	2			2		
1	Channel Management and Retailing (offered in English)	Department of Management	3	114	2			2A		
2	International B2B (Business to Business) Marketing (offered in English)	Department of Management	3	114	2			2A		
3	Strategic Self-Marketing and Personal Branding (offered in English)	Department of Management	3	114	2			2A		
2	Block 2. Practice(s), Project and(or) Research work		31	1178	80	20	28	30	2	
	Research Work		22	836	78	20	28	28	2	
1	Scientific and Research Seminar "Marketing Research Project"	Department of Management	4	152	76	20	28	28A		
2	Graduation Thesis		18	684	2				2	

	Internship	9	342	2			2		
1	Science and Research Internship	9	342	2			2A		
3	Block 3. Final State Certification	3	114	2				2	

A Interim assessment