



National Research University Higher School of Economics (HSE)

Curriculum  
Field of study 38.03.02 Management  
Educational Programme "Marketing and Market Analytics"  
Implementing unit: Graduate School of Business, HSE -  
Moscow  
4 th, 2023/2024 academic year

APPROVED  
03.04.2023  
Vice Rector  
ROSHCHIN S.Y.  
Signed with EDS

Length of Programme: 4 years  
Years of Study: 2020/2021 - 2023/2024  
Mode of Study: Full Time  
Degree: Bachelor's degree

Block Code	Course	Subject type	Department	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours				Additional Information
							1	2	3	4	
	<b>Degree Programme</b>			<b>60,00</b>	<b>2 280</b>	<b>353</b>	<b>113</b>	<b>100</b>	<b>166</b>	<b>4</b>	
	<b>Major</b>			<b>43,00</b>	<b>1 634</b>	<b>340</b>	<b>110</b>	<b>100</b>	<b>160</b>		
	<b>Core Professional Block (Major)</b>			<b>3,00</b>	<b>114</b>	<b>30</b>	<b>30</b>		<b>30</b>		
	<b>Subject Areas</b>			<b>3,00</b>	<b>114</b>	<b>30</b>	<b>30</b>		<b>30</b>		
	<b>Social Skills of a Manager/Leadership and Team-building</b>			<b>3,00</b>	<b>114</b>	<b>30</b>	<b>30</b>				
1	Leadership	C	департамент организационного поведения и управления человеческими ресурсами	3,00	114	30	30A				
	<b>Elective Professional Block (Major)</b>			<b>40,00</b>	<b>1 520</b>	<b>310</b>	<b>80</b>	<b>100</b>	<b>130</b>		
	<b>Дополнение профессионального модуля</b>			<b>40,00</b>	<b>1 520</b>	<b>310</b>	<b>80</b>	<b>100</b>	<b>130</b>		
	<b>Pool 2: "Modern Approaches in Marketing"</b>			<b>3,00</b>	<b>114</b>						
1	B2B Marketing	E	департамент маркетинга	3,00	114	30		30A			
2	An Introduction to Consumer Neuroscience & Neuromarketing	E	департамент маркетинга	3,00	114	30		30A			
3	Internet Entrepreneurship	E	департамент бизнес-информатики	3,00	114	30		30A			Foreign language
	<b>Pool 2: "Modern Approaches in Marketing"</b>			<b>3,00</b>	<b>114</b>						
1	Introduction to Territory Branding	E	департамент маркетинга	3,00	114	30			30A		Foreign language
2	Marketing in the Fashion Industry	E	департамент маркетинга	3,00	114	30			30A		Foreign language
3	Media Planning	E	департамент маркетинга	3,00	114	30			30A		
	<b>Pool 4: "Professional Track of a Marketer"</b>			<b>3,00</b>	<b>114</b>						
1	E-Commerce Skills	E	департамент маркетинга	3,00	114	30			30A		
2	Omnichannel Retail	E	департамент маркетинга	3,00	114	30			30A		
3	Service management	E	департамент стратегического и международного менеджмента	3,00	114	30			30A		

<b>Core Courses</b>				<b>31,00</b>	<b>1 178</b>	<b>310</b>	<b>80</b>	<b>100</b>	<b>130</b>	
1	Customer Analytics	C	департамент маркетинга	5,00	190	50	20	30A		Foreign language
2	Marketing Strategy	C	департамент маркетинга	3,00	114	30			30A	Foreign language
3	Marketing Metrics	C	департамент маркетинга	3,00	114	30			30A	Foreign language
4	International Marketing	C	департамент маркетинга	4,00	152	40	20	20A		Foreign language
5	Research Seminar on Thesis Preparation	C	департамент маркетинга	4,00	152	40		16	24A	
6	Tactical Tools of Marketing	C	департамент маркетинга	3,00	114	30		30A		Foreign language
7	Business Intelligence Technologies	C	департамент бизнес-информатики	5,00	190	50			50A	
8	Pricing	C	департамент маркетинга	4,00	152	40	40A			Online Course
<b>English</b>				<b>1,00</b>	<b>38</b>	<b>2</b>			<b>2</b>	
<b>Optional Courses</b>										
1	Academic Writing in English	O		2,00	76	48		28	20A	Foreign language, Credits only to the cumulative rating
<b>Examinations</b>				<b>1,00</b>	<b>38</b>	<b>2</b>			<b>2</b>	
1	Project Proposal	C	департамент маркетинга	1,00	38	2			2A	Foreign language
<b>Final State Certification (FSC)</b>				<b>3,00</b>	<b>114</b>	<b>2</b>				<b>2</b>
<b>Thesis Work</b>				<b>3,00</b>	<b>114</b>	<b>2</b>				<b>2</b>
1	Presenting of Graduation Thesis	C		3,00	114	2				2A
<b>Internship</b>				<b>13,00</b>	<b>494</b>	<b>9</b>	<b>3</b>		<b>4</b>	<b>2</b>
<b>Research Internship</b>				<b>11,00</b>	<b>418</b>	<b>4</b>			<b>2</b>	<b>2</b>
1	Preparation of Graduation Thesis	C		9,00	342	2				2
2	Graduation Internship	C		2,00	76	2			2A	
<b>Project Internship</b>				<b>2,00</b>	<b>76</b>	<b>2</b>				<b>2</b>
1	Инициативные проекты студентов	C		2,00	76	2			2A	
<b>Professional Internship</b>						<b>3</b>	<b>3</b>			
1	Work Experience Internship	C				3	3A			

**Curriculum agreed:**

Academic Supervisor	MURAVSKIY D.V.	31.03.2023
Dean	GABRIELOV A.O.	31.03.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	03.04.2023

\* Subject type:

Compulsory course

C

Elective course

E

Optional course

O