

National Research University Higher School of Economics (HSE)

Curriculum
Field of study 38.04.02 "Management"
Educational Programme "ONLINE Marketing Management"

Graduate School of Business, Moscow
1st, 2021/2022 year of study

APPROVED by
Vice Rector

"__" _____ 20__.

Length of Programme: 2 years
Years of Study: 2021/2022 - 2022/2023
Mode of Study: Full Time
Degree: Master's Degree

Number of Students: 75
Number of Groups: 3

Block Code	Course	Department	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours				Additional Information
						1	2	3	4	
	(!!	!!)	60	2280	396	96	100	112	88	
	Applied Track		60	2280	396	96	100	112	88	
	Key Seminars		13	494	104	24	28	24	28	
1	Mentor's Seminar	(!)	3	114	24	12	4	4	4A	
2	Research Seminar "Modern marketing: trends, technologies, research"	(!)	5	190	40	12	8	8	12A	
3	Project Seminar "Marketing Project"	(!)	5	190	40		16	12	12A	
	Internship		7	266	4				4	
4	Projects		3	114	2				2A	
5	Term Paper		4	152	2				2A	
	Major		34	1292	272	64	64	88	56	
6	Marketing Research	(!)	6	228	36	20	16A			
2	Marketing Performance Management	(!)	5	190	20	8	12A			

3	Consumer Behaviour	(5	190	20	8	12A			
4	Marketing Analytics	!)	5	190	20			8	12A	
5	Brand Management in Digital Economy	(5	190	20			8	12A	
6	Omnichannel Commerce and Trade Marketing	!)	5	190	20			8	12A	
7	New Product Development	(5	190	20			8	12A	
8	Relationship Marketing and Customer Analytics	!)	4	152	16			16A		
9	B2B Marketing	(4	152	16			16A		
17	Omnichannel customer experience management (offered in English)	!)	4	152	16			16A		
MagoLego			6	228	16	8	8			
1		(6	228	16	8A	8A			

A Interim assessment