

National Research University Higher School of Economics (HSE)

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

Graduate School of Business, Moscow
2nd, 2022/2023 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: 58
Number of Groups: 2

Block Code	Course	Department	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours				Additional Information
						1	2	3	4	
	(!!	!!)	60	2280	190	74	78	34	4	
	Applied Track		60	2280	190	74	78	34	4	
	Key Seminars		9	342	72	28	28	16		
1	Mentor's Seminar	(!)	3	114	24	8	8	8A		
2	Research Seminar "Modern marketing: trends, technologies, research"	(!)	3	114	24	8	8	8A		
3	Project Seminar "Marketing Project"	(!)	3	114	24	12	12A			
	Internship		21	798	4		0	2	2	
1	Graduation Thesis		15	570	2			v	2	
2	Work Experience Internship		6	228	2			2A		
	Major		23	874	92	36	40	16		
	Compulsory Courses		15	570	60	28	32			
1	Marketing management and company strategy. Advanced	(!)	5	190	20	4	16A			
2	Digital Marketing	(!)	5	190	20	12	8A			
3	Marketing Organization and Managing Marketing Teams	(!)	5	190	20	12	8A			
	Elective Courses		8	304	32	8	8	16		

	Pricing and Product Strategies		4	152	16	8	8			
1	Pricing Management	(!)	4	152	16	8	8A			
2	Assortment Planning and Category Management	(!)	4	152	16	8	8A			
	Modern Marketing Technologies		4	152	16			16		
1	International Marketing Strategies (offered in English)	(!)	4	152	16			16A		
2	Data-driven Marketing (offered in English)	(!)	4	152	16			16A		
	MagoLego		4	152	20	10	10			
1	University Pool Courses (MagoLego)		4	152	20	10	10A			
	Final State Certification (FSC)		3	114	2				2	
1	Graduation Thesis		3	114	2				2A	

A Interim assessment