



National Research University Higher School of Economics (HSE)

Curriculum
 Field of study 38.03.02 Management
 Educational Programme "Digital Marketing"
 Implementing unit: Faculty of Management, HSE - Nizhny
 Novgorod
 1 st, 2022/2023 academic year

APPROVED
 13.04.2022
 Vice Rector
 ROSHCHIN S.Y.
 Signed with EDS

Length of Programme: 4 years
 Years of Study: 2022/2023 - 2025/2026
 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	
Degree Programme				60,00	2 480	623	158	148	174	143	
Data Culture				3,00	114	9			6	3	
1	Independent Digital Literacy Test	C	Center for Support and Monitoring of Degree Programs			3				3A	
2	Digital Literacy	C	Department of Economic Theory and Econometrics	3,00	114	6			6A		Online Course
Major				44,00	1 672	400	112	98	110	80	
Core Professional Block (Major)				40,00	1 520	386	112	84	110	80	
Subject Areas				40,00	1 520	386	112	84	110	80	
1	Digital Marketing	C	Department of Marketing	5,00	190	20				20A	
2	Foundations of Advanced Mathematics	C	Department of Mathematics	5,00	190	56	28	28A			
3	Principles of Marketing	C	Department of Marketing	6,00	228	56	28	28A			
4	Probability Theory and Mathematical Statistics	C	Department of Mathematics	5,00	190	84			44	40A	
5	Management Theory and History	C	Department of General and Strategic Management	5,00	190	44			44A		
6	Economic Theory	C	Department of Economic Theory and Econometrics	10,00	380	98	28	28A	22	20A	
7	Business Ethics and Corporate Social Responsibility	C	Department of Public Administration and Municipal Management	4,00	152	28	28A				
Elective Professional Block (Major)				4,00	152	14		14			
Research seminar				4,00	152	14		14			
1	Project seminar "Analysis of the competitive environment"	C	Department of Marketing	4,00	152	14		14A			
English						2				2	

Optional Courses											
1	English language	O		8,00	304	128	20	28A	40	40A	Foreign language, Credits only to the cumulative rating
Examinations											
1	English Language Integrative Exam	C	Департамент иностранных языков			2				2A	
General Courses				9,00	542	210	46	50	58	56	
Optional General Courses				8,00	304	60	12	18	14	16	
1	-	E		4,00	152	30			14	16A	
2	Psychology	C	Department of Psychology	4,00	152	30	12	18A			Online Course
Core General Courses				1,00	238	150	34	32	44	40	
1	Safe Living Basics	C	Department of General and Strategic Management	1,00	38	6	6A				Online Course
2	Physical Training	C	Department of Physical Training		200	144	28	32A	44	40A	
Internship				4,00	152	2				2	
Project Internship				4,00	152	2				2	
1	Competitor Analysis Project	C	Department of Marketing	4,00	152	2				2A	

Curriculum agreed:

Academic Supervisor	LOSCHILOVA L.B.	04.04.2022
Dean	FOMENKOV D.A.	04.04.2022
Deputy Director	FOMENKOV D.A.	05.04.2022
Head of Degree Programmes Development Office	MAMONOVA M.A.	12.04.2022

* Subject type:

Compulsory course
 Elective course
 Optional course

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