



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
 2 nd, 2023/2024 academic year

APPROVED
 17.04.2023
 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	2 442	727	176	190	196	217	
Data Culture						6				2	
1	External Examinations on Digital Skills. Entry-level	C	отдел развития цифровых компетенций			2		2A			
2	External Examinations on Digital Skills. Intermediate Level	C	отдел развития цифровых компетенций			2				2A	
3	Independent Programming Test. Intermediate	C	отдел развития цифровых компетенций			2				2A	Online Course
Major				40,00	1 520	416	108	122	112	130	
Core Professional Block (Major)				16,00	608	208	52	60	56	40	
Subject Areas				16,00	608	208	52	60	56	40	
1	Business etiquette: writing, speaking, acting	C	Department of Public Administration and Municipal Management	3,00	114	24	24A				Foreign language
2	Coaching	C	Department of Organisational Psychology	3,00	114	40				40A	
3	Operations and Process Management	C	Department of General and Strategic Management	3,00	114	56	28	28A			
4	Programming in Python	C	Department of Data Analysis and Artificial Intelligence	3,00	114	24			24A		Online Course
5	Financial and Managerial Accounting	C	Department of Accounting, Analysis and Audit	4,00	152	64		32	32A		
Elective Professional Block (Major)				24,00	912	208	56	62	56	90	
Target Market Analysis				12,00	456	104	56	28	28	20	
1	Data analysis and visualization in Excel	E	Department of General and Strategic Management	3,00	114	28		28A			
2	Media planning. Digital marketing as part of the marketing media mix	E	Department of Marketing	3,00	114	28	28A				

3	Methodology of research in advertising	E	Department of Marketing	3,00	114	28	28A				
4	Consumer Behaviour	E	Department of Marketing	3,00	114	28			28A		
5	Consumer segmentation and behavioral marketing	E	Department of Marketing	3,00	114	20				20A	
Soft skills				6,00	228	70			28	70	
1	Brand management in digital	E	Department of Marketing	3,00	114	40				40A	
2	Principles of effective communication in digital	E	Department of Marketing	3,00	114	30				30A	
3	Emotional intelligence	E	Department of Organisational Psychology	3,00	114	28			28A		
Research seminar				6,00	228	34			34		
1	Research Seminar "Informations Support for Research in Management"	C	Department of Organisational Psychology	3,00	114	20		20A			
2	Project seminar "Research in advertising activity"	C	Department of Marketing	3,00	114	14		14A			
Minor				10,00	380	152	40	36	40	36	
1	Minor	C		10,00	380	152	40	36A	40	36A	
English											
Optional Courses											
1	English language	O		6,00	228	104	28	32	44A		Foreign language, Credits only to the cumulative rating
General Courses				1,00	200	144	28	32	44	40	
Optional General Courses											
1	Elective General Courses	E									
Core General Courses				1,00	200	144	28	32	44	40	
1	Physical Training	C	Department of Physical Training	1,00	200	144	28	32A	44	40A	
Internship				9,00	342	9				9	
Research Internship				3,00	114	5				5	
1	Курсовая работа 1	C		3,00	114	5				5A	
Project Internship				4,00	152	2				2	
1	The project "Research in Advertising"	C		4,00	152	2				2A	
Professional Internship				2,00	76	2				2	
1	Educational Internship	C		2,00	76	2				2A	

Curriculum agreed:

Academic Supervisor	LOSCHILOVA L.B.	15.03.2023
Dean	FOMENKOV D.A.	16.03.2023
Deputy Director	FOMENKOV D.A.	16.03.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	12.04.2023

* Subject type:

Compulsory course

Elective course

Optional course

C

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