



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
3 rd, 2024/2025 academic year

APPROVED
17.04.2024
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	2 280	632	134	142	174	182	
Data Culture				1,00	38	4		2		2	
1	External Examinations on Digital Skills. Final Level	C	отдел развития цифровых компетенций			2		2A			
2	Data Science, AI and Generative Models Independent Test. Intermediate	C	отдел развития цифровых компетенций	1,00	38	2				2A	Online Course
Major				37,00	1 406	440	84	84	132	140	
Core Professional Block (Major)				12,00	456	176	28	28	40	80	
Subject Areas				12,00	456	176	28	28	40	80	
1	Data Analysis in Python	C	Department of General and Strategic Management	3,00	114	56	28A	28A			Online Course
2	Marketing Research	C	Department of Marketing	3,00	114	40			40A		
3	Entrepreneurship	C	Department of Venture Management	3,00	114	40				40A	Foreign language
4	Management Decisions	C	Department of Venture Management	3,00	114	40				40A	
Elective Professional Block (Major)				25,00	950	264	56	56	92	60	
Auxiliary tools for working with the target market and statistical data analysis				12,00	456	132			72	60	
1	Digital analytics	E	Department of Marketing	3,00	114	40			40A		
2	Digital Tools for E-commerce	E	Department of Marketing	3,00	114	32			32A		
3	Marketing Analytics	E	Department of Marketing	3,00	114	20				20A	
4	Display Advertising and Programmatic	E	Department of Marketing	3,00	114	40				40A	
5	Psychology in Marketing	E	Department of Marketing	3,00	114	40			40A		
Research seminar				3,00	114	20			20		

1	Project Seminar "Setting up an Advertising Campaign"	C	Department of Marketing	3,00	114	20			20A		
Advertising tools				10,00	380	112	56	56			
1	Paid Search Ads	E	Department of Marketing	5,00	190	56	28	28A			
2	Search Engine Optimisation	E	Department of Marketing	5,00	190	14		14A			
3	Paid Social Ads and SMM	E	Department of Marketing	5,00	190	56	28	28A			
Minor				10,00	380	152	40	36	40	36	
1	Minor	E		10,00	380	152	40	36A	40	36A	
English						2			2		
Examinations						2			2		
1	Independent English Exam	C	School of Foreign Languages			2			2A		Foreign language
General Courses				4,00	152	30	10	20			
Optional General Courses				4,00	152	30	10	20			
1	Legal Literacy	C	департамент теории права и сравнительного правоведения	4,00	152	30	10	20A			Online Course
Internship				8,00	304	4				4	
Project Internship				8,00	304	4				4	
1	Term Paper 2	C		4,00	152	2				2A	
2	The project "Setting up an advertising campaign"	C		4,00	152	2				2A	

Curriculum agreed:

Academic Supervisor	LOSCHILOVA L.B.	27.02.2024
Dean	FOMENKOV D.A.	27.02.2024
Deputy Director	FOMENKOV D.A.	28.02.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	17.04.2024

* Subject type:

Compulsory course

C

Elective course

E

Optional course

O