



National Research University Higher School of Economics (HSE)

Curriculum  
 Field of study 38.04.02 Management  
 Educational Programme "Marketing Management"  
 Trajectories: "Marketing Director"  
 Implementing unit: Graduate School of Business, HSE -  
 Moscow  
 1 st, 2022/2023 academic year

APPROVED  
 13.05.2022  
 Vice Rector  
 ROSHCHIN S.Y.  
 Signed with EDS

Length of Programme: 2 years  
 Years of Study: 2022/2023 - 2023/2024  
 Mode of Study: Full Time  
 Degree: Master's degree / MBA

Block Code	Course	Subject type	Department	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours				Additional Information
							1	2	3	4	
<b>Degree Programme</b>				<b>60,00</b>	<b>2 850</b>	<b>344</b>	<b>64</b>	<b>78</b>	<b>104</b>	<b>98</b>	
<b>Marketing Director (Applied track)</b>				<b>60,00</b>	<b>2 850</b>	<b>344</b>	<b>64</b>	<b>78</b>	<b>104</b>	<b>98</b>	
<b>Major</b>				<b>33,00</b>	<b>1 824</b>	<b>212</b>	<b>32</b>	<b>36</b>	<b>80</b>	<b>64</b>	
<b>Elective Courses</b>				<b>15,00</b>	<b>1 140</b>	<b>128</b>			<b>64</b>	<b>64</b>	
<b>Block 1. Marketing-Management</b>					<b>912</b>	<b>96</b>			<b>16</b>	<b>32</b>	
1	Brand Management in Digital Economy	E	департамент маркетинга	6,00	228	24			8	16A	Online Course
2	Omnichannel Commerce and Trade Marketing	E	департамент маркетинга	6,00	228	24			8	16A	Online Course
3	New Product Development	E	департамент маркетинга	6,00	228	24			8	16A	Online Course
4	Relationship Marketing and Customer Analytics	E	департамент маркетинга	6,00	228	24			8	16A	Online Course
<b>Block 2. Special Issues of Marketing</b>					<b>228</b>	<b>32</b>			<b>16</b>		
1	B2B Marketing	E	департамент маркетинга	3,00	114	16			16A		Online Course
2	Omnichannel customer experience management	E	департамент маркетинга	3,00	114	16			16A		Online Course, Foreign language
<b>Compulsory Courses</b>				<b>18,00</b>	<b>684</b>	<b>84</b>	<b>32</b>	<b>36</b>	<b>16</b>		
1	Marketing Research	C	департамент маркетинга	6,00	228	36	16	20A			Online Course
2	Marketing Analysis and Marketing Performance Management	C		6,00	228	24		8	16A		Online Course
3	Consumer Behaviour	C	департамент маркетинга	6,00	228	24	16	8A			Online Course
<b>Key Seminars</b>				<b>12,00</b>	<b>456</b>	<b>96</b>	<b>20</b>	<b>28</b>	<b>20</b>	<b>28</b>	
1	Leadership: Business lab for Marketing Director	C		6,00	228	48	12	12	12	12A	
2	Project Seminar "Purpose-driven Business"	C		3,00	114	24		12	4	8A	
3	Mentor's Seminar	C		3,00	114	24	8	4	4	8A	

	<b>Magolego</b>			<b>6,00</b>	<b>228</b>	<b>24</b>	<b>12</b>	<b>12</b>			
1	University Pool Courses	E		6,00	228	24	12	12A			
	<b>Internship</b>			<b>9,00</b>	<b>342</b>	<b>12</b>		<b>2</b>	<b>4</b>	<b>6</b>	
	<b>Project Internship</b>			<b>9,00</b>	<b>342</b>	<b>12</b>		<b>2</b>	<b>4</b>	<b>6</b>	
1	Course Project	C		6,00	228	10		2	4	4A	
2	Projects "Green Marketing and ESG Practices"	C		3,00	114	2				2A	

**Curriculum agreed:**

Academic Supervisor PANTELEEVA E.K. 29.04.2022

Dean KATKALO V.S. 29.04.2022

Head of Degree Programmes  
Development Office MAMONOVA M.A. 12.05.2022

\* Subject type:

Compulsory course

C

Elective course

E