



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  
 2 nd, 2023/2024 academic year

APPROVED  
 05.04.2023  
 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>2 280</b>	<b>184</b>	<b>90</b>	<b>60</b>	<b>62</b>	<b>12</b>	
<b>Marketing Director (Applied track)</b>				<b>60,00</b>	<b>2 280</b>	<b>184</b>	<b>90</b>	<b>60</b>	<b>62</b>	<b>12</b>	
<b>Major</b>				<b>24,00</b>	<b>912</b>	<b>104</b>	<b>72</b>	<b>36</b>	<b>36</b>		
<b>Elective Courses</b>				<b>6,00</b>	<b>228</b>	<b>32</b>	<b>36</b>		<b>36</b>		
<b>Block 3. Pricing and Product Strategies</b>				<b>3,00</b>	<b>114</b>	<b>16</b>	<b>36</b>				
1	Assortment Planning and Category Management	E	департамент маркетинга	3,00	114	16	16A				Online Course
2	Pricing Management	E	департамент маркетинга	3,00	114	16		16A			Online Course
<b>Block 4. Modern marketing technologies</b>				<b>3,00</b>	<b>114</b>	<b>16</b>			<b>36</b>		
1	Data-driven Marketing	E	департамент маркетинга	3,00	114	16			16A		Online Course, Foreign language
2	International Marketing Strategies	E	департамент маркетинга	3,00	114	16			16A		Online Course, Foreign language
<b>Compulsory Courses</b>				<b>18,00</b>	<b>684</b>	<b>72</b>	<b>36</b>	<b>36</b>			
1	Marketing Management and Company Strategy. Advanced	C	департамент маркетинга	6,00	228	24	12	12A			Online Course
2	Marketing Organization and Managing Marketing Teams	C	департамент маркетинга	6,00	228	24	12	12A			Online Course
3	Digital Marketing	C	департамент маркетинга	6,00	228	24	12	12A			Online Course
<b>Final State Certification (FSC)</b>				<b>3,00</b>	<b>114</b>	<b>2</b>				<b>2</b>	
1	Final Qualification Paper	C		3,00	114	2				2A	
<b>Key Seminars</b>				<b>9,00</b>	<b>342</b>	<b>72</b>	<b>16</b>	<b>24</b>	<b>24</b>	<b>8</b>	
1	Research Seminar "Modern marketing: trends, technologies, research"	C	департамент маркетинга	3,00	114	24	8	8	8A		
2	Project Seminar "Marketing Plan"	C	департамент маркетинга	3,00	114	24		12	12A		
3	Mentor's Seminar	C	департамент маркетинга	3,00	114	24	8	4	4	8A	

	<b>Magolego</b>			<b>3,00</b>	<b>114</b>					
1	All-university Pool MAGOLEGO Courses	E		3,00	114					
	<b>Internship</b>			<b>21,00</b>	<b>798</b>	<b>6</b>	<b>2</b>		<b>2</b>	<b>2</b>
	<b>Project Internship</b>			<b>15,00</b>	<b>570</b>	<b>4</b>	<b>2</b>			<b>2</b>
1	Preparation of the Final Qualifying Work	C		15,00	570	2				2
2	Projects "Green Marketing and ESG Practices"	C				2	2A			
	<b>Professional Internship</b>			<b>6,00</b>	<b>228</b>	<b>2</b>			<b>2</b>	
1	Work Experience Internship	C		6,00	228	2			2A	

**Curriculum agreed:**

Academic Supervisor	PANTELEEVA E.K.	31.03.2023
Dean	KATKALO V.S.	31.03.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	03.04.2023

\* Subject type:

Compulsory course  
Elective course

C  
E