



National Research University Higher School of Economics (HSE)

Curriculum
 Field of study 38.04.02 Management
 Educational Programme "Marketing: Digital Technology and
 Marketing Communications"
 Trajectories: "Marketing Communication and Branding",
 "Strategic Marketing and New Technology"
 Implementing unit: Graduate School of Business, HSE -
 Moscow
 1 st, 2022/2023 academic year

APPROVED
 18.05.2022

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	
Degree Programme				120,00	4 560	948	256	256	228	224	
Marketing Communication and Branding (Applied track)				60,00	2 280	474	128	128	114	112	
Major				36,00	1 368	296	88	88	60	68	
Basic Components				36,00	1 368	296	88	88	60	68	
1	Integrated Brand Communications: Management, Performance Assessment	C	департамент маркетинга	6,00	228	48			24	24A	
2	Marketing strategies and metrics	C	департамент маркетинга	6,00	228	48	24	24A			Online Course
3	Media Advertising Business in the Conditions of Digitisation	C	департамент маркетинга	6,00	228	48			36	12A	
4	International Marketing	C	департамент маркетинга	3,00	114	32				32A	Foreign language
5	Research Methodology in Marketing	C	департамент маркетинга	3,00	114	24	24A				
6	Brand Strategies and Brand Management	C	департамент маркетинга	6,00	228	48	20	28A			
7	Financial Management: Financial Analysis and New Business Models	C	департамент финансового менеджмента	6,00	228	48	24	24A			
Key Seminars				18,00	684	144	40	16	48	40	
Scientific Research Seminars				9,00	342	72	24		24	24	
1	Research Seminar "Actual Issues of Marketing"	C	департамент маркетинга	3,00	114	24	24A				
2	Research Seminar "Models of Behavior in the Consumer and Media Environment"	C	департамент маркетинга	6,00	228	48			24	24A	

	Project Seminars			9,00	342	72	16	16	24	16	
1	Project Seminar "Practices for the Implementation of Marketing Projects"	C	департамент маркетинга	3,00	114	24			16	8A	
2	Mentor's Seminar	C	департамент маркетинга	6,00	228	48	16	16	8	8A	
	Magolego			3,00	114	24		24			
1	University Pool Courses	C		3,00	114	24		24A			
	Internship			3,00	114	10			6	4	
	Project Internship			3,00	114	10			6	4	
1	Consulting ESG Project	C		3,00	114	10			6	4A	
	Strategic Marketing and New Technology (Applied track)			60,00	2 280	474	128	128	114	112	
	Major			36,00	1 368	296	88	88	60	68	
	Basic Components			36,00	1 368	296	88	88	60	68	
1	Marketing strategies and metrics	C	департамент маркетинга	6,00	228	48	24	24A			Online Course
2	International Marketing	C	департамент маркетинга	3,00	114	32				32A	Foreign language
3	Research Methodology in Marketing	C	департамент маркетинга	3,00	114	24	24A				
4	Modern Technologies in Marketing	C	департамент маркетинга	6,00	228	48			24	24A	
5	Brand Strategies and Brand Management	C	департамент маркетинга	6,00	228	48	20	28A			
6	Distribution Channel Management and Pricing	C	департамент маркетинга	6,00	228	48			36	12A	
7	Financial Management: Financial Analysis and New Business Models	C	департамент финансового менеджмента	6,00	228	48	24	24A			
	Key Seminars			18,00	684	144	40	16	48	40	
	Scientific Research Seminars			9,00	342	72	24		24	24	
1	Research Seminar "Actual Issues of Marketing"	C	департамент маркетинга	3,00	114	24	24A				
2	Research Seminar "Industry Specifics of Marketing Activities"	C	департамент маркетинга	6,00	228	48			24	24A	
	Project Seminars			9,00	342	72	16	16	24	16	
1	Project Seminar "Practices for the Implementation of Marketing Projects"	C	департамент маркетинга	3,00	114	24			16	8A	
2	Mentor's Seminar	C	департамент маркетинга	6,00	228	48	16	16	8	8A	
	Magolego			3,00	114	24		24			
1	University Pool Courses	C		3,00	114	24		24A			
	Internship			3,00	114	10			6	4	
	Project Internship			3,00	114	10			6	4	
1	Consulting ESG Project	C		3,00	114	10			6	4A	

Curriculum agreed:

Academic Supervisor

VETROVA T.V.

18.05.2022

Dean

KATKALO V.S.

18.05.2022

Head of Degree Programmes
Development Office

MAMONOVA M.A.

18.05.2022

* Subject type:

Compulsory course

C

Elective course

E