



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

2 nd, 2023/2024 academic year

APPROVED

03.04.2023

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	
Degree Programme				60,00	2 280		52	148			
Marketing Communication and Branding (Applied track)				54,00	2 052	266	108	64	26	4	
Major				12,00	456	112	48				
Basic Components				6,00	228	48	48				
1	Integrated Brand Communications: Management, Performance Assessment	C	департамент маркетинга	3,00	114	24	24A				
2	Applied Technologies of Marketing Communications: Communications at the Point of Sale, BTL, DM	C	департамент маркетинга	3,00	114	24	24A				Foreign language
Elective courses (1 out of 3)				3,00	114	32					
1	Business Valuation	E	департамент финансового менеджмента	3,00	114	24			24A		Foreign language
2	Customer Experience Management in Real Business	E	департамент маркетинга	3,00	114	24		8	16A		Foreign language
3	Project Management in MNC's	E	департамент стратегического и международного менеджмента	3,00	114	24	24A				Foreign language
Elective courses (1 out of 4)				3,00	114	32					
1	Design Thinking and Customer Centricity	E	департамент стратегического и международного менеджмента	3,00	114	24		24A			

2	Leadership	E	департамент организационного поведения и управления человеческими ресурсами	3,00	114	24		24A			
3	Presentations and Storytelling	E	Department of Marketing	3,00	114	24		24A			
4	Formation of the Personal Brand for Young Specialist	E	департамент маркетинга	3,00	114	24		24A			
Final State Certification (FSC)				3,00	114	2				2	
1	Final Qualification Paper	C		3,00	114	2				2A	
Key Seminars				18,00	684	144	60	60	24		
Scientific Research Seminars				6,00	228	48		24	24		
1	Research Seminar "Data Science and Data Processing in Marketing"	C	департамент маркетинга	6,00	228	48		24	24A		Online Course
Project Seminars				12,00	456	96	60	36			
1	Project Seminar "Digital Marketing"	C	департамент маркетинга	6,00	228	48	24	24A			
2	Project Seminar "Protection of Creative Developments in Marketing Communications"	C	департамент маркетинга	3,00	114	24	24A				
3	Mentor's Seminar	C	департамент маркетинга	3,00	114	24	12	12A			
Magolego											
1	University Pool Courses	E		6,00	228	24		24A	24A		
Internship				21,00	798	8		4	2	2	
Project Internship				18,00	684	6		4		2	
1	Preparation of the Final Qualification Work	C		15,00	570	2				2	
2	Profile Project Trajectory "Neuromarketing"	C	департамент маркетинга	3,00	114	4		4A			
Professional Internship				3,00	114	2				2	
1	Work Experience Internship	C		3,00	114	2			2A		
Strategic Marketing and New Technology (Applied track)				60,00	2 280	314	108	112	26	4	
Major				12,00	456	112	48				
Basic Components				6,00	228	48	48				
1	Innovative Business Models	C	департамент маркетинга	3,00	114	24	24A				Foreign language
2	Product Management	C	департамент маркетинга	3,00	114	24	24A				
Elective courses (1 out of 3)				3,00	114	32					
1	Business Valuation	E	департамент финансового менеджмента	3,00	114	24			24A		Foreign language
2	Customer Experience Management in Real Business	E	департамент маркетинга	3,00	114	24		8	16A		Foreign language
3	Project Management in MNC's	E	департамент стратегического и международного менеджмента	3,00	114	24	24A				Foreign language
Elective courses (1 out of 4)				3,00	114	32					

1	Design Thinking and Customer Centricity	E	департамент стратегического и международного менеджмента	3,00	114	24		24A		
2	Leadership	E	департамент организационного поведения и управления человеческими ресурсами	3,00	114	24		24A		
3	Presentations and Storytelling	E	Department of Marketing	3,00	114	24		24A		
4	Formation of the Personal Brand for Young Specialist	E	департамент маркетинга	3,00	114	24		24A		
Final State Certification (FSC)				3,00	114	2				2
1	Final Qualification Paper	C		3,00	114	2				2A
Key Seminars				18,00	684	144	60	60	24	
Scientific Research Seminars				6,00	228	48		24	24	
1	Research Seminar "Data Science and Data Processing in Marketing"	C	департамент маркетинга	6,00	228	48		24	24A	Online Course
Project Seminars				12,00	456	96	60	36		
1	Project Seminar "Digital Marketing"	C	департамент маркетинга	6,00	228	48	24	24A		
2	Project Seminar "New Markets and Products: Foresight and Technological Roadmaps"	C	департамент маркетинга	3,00	114	24	24A			
3	Mentor's Seminar	C	департамент маркетинга	3,00	114	24	12	12A		
Magolego				6,00	228	48		48		
1	University Pool Courses	E		6,00	228	48		48A	48A	
Internship				21,00	798	8		4	2	2
Project Internship				18,00	684	6		4		2
1	Preparation of the Final Qualification Work	C		15,00	570	2				2
2	Profile Project Trajectory "Neuromarketing"	C	департамент маркетинга	3,00	114	4		4A		
Professional Internship				3,00	114	2				2
1	Work Experience Internship	C		3,00	114	2			2A	

Curriculum agreed:

Academic Supervisor	VETROVA T.V.	31.03.2023
Dean	KATKALO V.S.	31.03.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	31.03.2023

* Subject type:

Compulsory course

C

Elective course

E