



National Research University Higher School of Economics (HSE)

Curriculum  
 Field of study 38.04.02 Management  
 Educational Programme "Marketing"  
 Trajectories: "Marketing"  
 Implementing unit: Faculty of Management, HSE - Nizhny  
 Novgorod  
 2 nd, 2023/2024 academic year

APPROVED  
 22.03.2023  
 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>230</b>	<b>98</b>	<b>120</b>	<b>8</b>	<b>4</b>	
	<b>Marketing (General track)</b>			<b>60,00</b>	<b>2 280</b>	<b>230</b>	<b>98</b>	<b>120</b>	<b>8</b>	<b>4</b>	
	<b>Major</b>			<b>18,00</b>	<b>684</b>	<b>186</b>	<b>84</b>	<b>102</b>			
	<b>Elective Components (Courses)</b>			<b>6,00</b>	<b>228</b>	<b>120</b>	<b>64</b>	<b>56</b>			
1	Digital Communications	E	Department of Marketing	3,00	114	32	32A				
2	Presentations and Storytelling	E	Department of Marketing	3,00	114	24		24A			
3	Design Technology	E	Department of Marketing	3,00	114	32	32A				
	<b>Elective Components (Courses)</b>			<b>3,00</b>	<b>114</b>	<b>6</b>		<b>6</b>			
1	Python for Data Extraction and Processing	E	Department of Marketing	3,00	114	6		6A			Online Course
2	History of Advertising Tools	E	Department of Marketing	3,00	114	6		6A			Online Course
	<b>Components of Educational Track</b>			<b>9,00</b>	<b>342</b>	<b>60</b>	<b>20</b>	<b>40</b>			
	<b>Basic Components</b>			<b>9,00</b>	<b>342</b>	<b>60</b>	<b>20</b>	<b>40</b>			
1	Advanced Marketing Analytics	C	Department of Marketing	6,00	228	40	20	20A			Foreign language
2	Consumer Behavior (Advanced Course)	C	Department of Marketing	3,00	114	20		20A			Foreign language
	<b>Final State Certification (FSC)</b>			<b>6,00</b>	<b>228</b>	<b>2</b>				<b>2</b>	
1	Final Qualification Paper	C		6,00	228	2				2A	
	<b>Key Seminars</b>			<b>9,00</b>	<b>342</b>	<b>38</b>	<b>14</b>	<b>18</b>	<b>6</b>		
1	Key Seminar "Contemporary trends and tools in marketing"	C	Department of Marketing	6,00	228	32	12	16A	4A		
2	Mentor's Seminar	C	Department of Marketing	3,00	114	6	2	2	2A		
	<b>Magolego</b>			<b>12,00</b>	<b>456</b>						
1	All-university Pool MAGOLEGO Courses	E		12,00	456						
	<b>Internship</b>			<b>15,00</b>	<b>570</b>	<b>4</b>			<b>2</b>	<b>2</b>	

	<b>Research Internship</b>			<b>12,00</b>	<b>456</b>	<b>2</b>				<b>2</b>	
1	Preparation of the Final Qualificaiton Paper	C		12,00	456	2				2	
	<b>Professional Internship</b>			<b>3,00</b>	<b>114</b>	<b>2</b>				<b>2</b>	
1	Educational Internship	C		3,00	114	2			2A		

**Curriculum agreed:**

Academic Supervisor	SHUSHKIN M.A.	01.03.2023
Dean	FOMENKOV D.A.	02.03.2023
Deputy Director	FOMENKOV D.A.	02.03.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	20.03.2023

\* Subject type:

Compulsory course

C

Elective course

E