



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
 1 st, 2023/2024 academic year

APPROVED
 12.05.2023
 Vice Rector
 ROSHCHIN S.Y.
 Signed with EDS

Length of Programme: 2 years
 Years of Study: 2023/2024 - 2024/2025
 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	376	76	138	94	92	
Marketing (General track)				60,00	2 280	376	76	138	94	92	
Major				33,00	1 254	272	52	116	64	64	
Elective Components (Courses)				3,00	114	36		36		24	
1	Digital Marketing Strategy	E	Department of Marketing	3,00	114	6		6A			Online Course
2	International Marketing	E	департамент маркетинга	3,00	114	24				24A	Foreign language
3	Customer Relationship	E	Department of Marketing	3,00	114	6		6A			Online Course
4	Formation of the Personal Brand for Young Specialist	E	департамент маркетинга	3,00	114	24		24A			
Components of the Field of Study				15,00	570	136	52	60	24		
1	The Methodology of Scientific Research in Management: Research in Marketing	C	Department of Marketing	6,00	228	52		28	24A		
2	Strategies in Management: Marketing Strategies	C	Department of Marketing	6,00	228	60	28	32A			
3	Managerial Economics	C	Department of Economic Theory and Econometrics	3,00	114	24	24A				Foreign language
Components of Educational Track				15,00	570	100		20	40	40	
1	Data-driven Culture	C	Department of Marketing	6,00	228	40			20	20A	Foreign language
2	Product management	C	Department of Marketing	6,00	228	40			20	20A	Foreign language
3	Finance for Marketers	C	Department of Venture Management	3,00	114	20		20A			
Key Seminars				15,00	570	94	24	22	30	18	
1	Research Seminar "Contemporary trends and tools in marketing"	C	Department of Marketing	9,00	342	68	20	20	28A		
2	Project Seminar	C	Department of Marketing	3,00	114	16				16A	
3	Mentor's Seminar	C	Department of Marketing	3,00	114	10	4	2	2	2A	

	Magolego			3,00	114					
1	All-university Pool MAGOLEGO Courses	E		3,00	114					
	Internship			9,00	342	10			10	
	Project Internship			3,00	114	8			8	
1	Projects	C		3,00	114	8			8A	
	Professional Internship			6,00	228	2			2	
1	Term Paper	C		6,00	228	2			2A	

Curriculum agreed:

Academic Supervisor	SHUSHKIN M.A.	06.04.2023
Dean	FOMENKOV D.A.	06.04.2023
Deputy Director	FOMENKOV D.A.	07.04.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	10.05.2023

* Subject type:

Compulsory course

C

Elective course

E