



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, 2024/2025 academic year

APPROVED  
 18.04.2024  
 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	
<b>Degree Programme</b>				<b>60,00</b>	<b>2 280</b>	<b>160</b>	<b>54</b>	<b>84</b>	<b>18</b>	<b>4</b>	
<b>Marketing (General track)</b>				<b>60,00</b>	<b>2 280</b>	<b>160</b>	<b>54</b>	<b>84</b>	<b>18</b>	<b>4</b>	
<b>Major</b>				<b>21,00</b>	<b>798</b>	<b>114</b>	<b>36</b>	<b>66</b>	<b>12</b>		
<b>Elective Components (Courses)</b>				<b>6,00</b>	<b>228</b>	<b>52</b>	<b>20</b>	<b>32</b>			
1	Digital Communications	E	Department of Marketing	3,00	114	20	20A				
2	Presentations and Storytelling	E	Department of Marketing	3,00	114	32		32A			
3	Design Technology	E	Department of Marketing	3,00	114	20	20A				
<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>12,00</b>	<b>456</b>	<b>56</b>	<b>16</b>	<b>28</b>	<b>12</b>		
1	Consumer Behavior (Advanced Course)	C	Department of Marketing	6,00	228	24		12	12A		Foreign language
2	Technology Startups In Marketing	C	Department of Marketing	6,00	228	32	16	16A			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>18</b>	<b>18</b>	<b>2</b>		
1	Research Seminar "Contemporary Trends and Tools in Marketing"	C	Department of Marketing	6,00	228	32	16	16A			
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>12,00</b>	<b>456</b>	<b>6</b>			<b>4</b>	<b>2</b>	
<b>Research Internship</b>				<b>9,00</b>	<b>342</b>	<b>4</b>			<b>2</b>	<b>2</b>	

1	Preparation of the Final Qualification Paper	C		9,00	342	4			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.	22.03.2024
Dean	FOMENKOV D.A.	22.03.2024
Deputy Director	FOMENKOV D.A.	22.03.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	18.04.2024

\* Subject type:

Compulsory course

C

Elective course

E