



National Research University Higher School of Economics (HSE)

Curriculum  
 Field of study 38.03.02 Management  
 Educational Programme "Digital Marketing"  
 Implementing unit: Faculty of Management, HSE - Nizhny  
 Novgorod  
 1 st, 2023/2024 academic year

APPROVED  
 18.05.2023  
 Vice Rector  
 ROSHCHIN S.Y.  
 Signed with EDS

Length of Programme: 4 years  
 Years of Study: 2023/2024 - 2026/2027  
 Mode of Study: Full Time  
 Degree: Bachelor's degree

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>2 480</b>	<b>756</b>	<b>160</b>	<b>200</b>	<b>224</b>	<b>172</b>	
<b>Data Culture</b>				<b>3,00</b>	<b>114</b>	<b>10</b>			<b>8</b>	<b>2</b>	
1	Independent Digital Literacy Test	C	отдел развития цифровых компетенций			2				2A	Online Course
2	Digital Literacy	C	Department of Economic Theory and Econometrics	3,00	114	8			8A		Online Course
<b>Major</b>				<b>47,00</b>	<b>1 786</b>	<b>510</b>	<b>112</b>	<b>98</b>	<b>172</b>	<b>128</b>	
<b>Core Professional Block (Major)</b>				<b>44,00</b>	<b>1 672</b>	<b>496</b>	<b>112</b>	<b>84</b>	<b>172</b>	<b>128</b>	
<b>Subject Areas</b>				<b>44,00</b>	<b>1 672</b>	<b>496</b>	<b>112</b>	<b>84</b>	<b>172</b>	<b>128</b>	
1	Digital Marketing	C	Department of Marketing	3,00	114	28	28A				
2	Coaching	C	Department of Organisational Psychology	4,00	152	40				40A	
3	Foundations of Advanced Mathematics	C	Department of Mathematics	10,00	380	140	28	28A	44	40A	
4	Principles of Marketing	C	Department of Marketing	5,00	190	56	28	28A			
5	Management Theory and History	C	Department of General and Strategic Management	5,00	190	44			44A		
6	Economic Theory	C	Department of Economic Theory and Econometrics	10,00	380	120	28	28A	44	20A	
7	Emotional intelligence	C	Department of Organisational Psychology	3,00	114	28				28A	
8	Business Ethics and Corporate Social Responsibility	C	Department of Public Administration and Municipal Management	4,00	152	40			40A		
<b>Elective Professional Block (Major)</b>				<b>3,00</b>	<b>114</b>	<b>14</b>		<b>14</b>			
<b>Научно-исследовательский семинар (НИС)</b>				<b>3,00</b>	<b>114</b>	<b>14</b>		<b>14</b>			
1	Project seminar "Analysis of the competitive environment"	C	Department of Marketing	3,00	114	14		14A			

English											
Optional Courses											
1	English	O		8,00	304	128	20	28A	40	40A	Foreign language, Credits only to the cumulative rating
Examinations											
1	English Language Integrative Exam	C	Департамент иностранных языков				2			2A	
General Courses				<b>6,00</b>	<b>428</b>	<b>234</b>	<b>48</b>	<b>102</b>	<b>44</b>	<b>40</b>	
Optional General Courses				<b>5,00</b>	<b>190</b>	<b>84</b>	<b>14</b>	<b>70</b>			
1	Foundations of Russian Statehood	C	School of History	2,00	76	54		54A			
2	Philosophy	C	Школа философии и культурологии	3,00	114	30	14	16A			Online Course
Core General Courses				<b>1,00</b>	<b>238</b>	<b>150</b>	<b>34</b>	<b>32</b>	<b>44</b>	<b>40</b>	
1	Safe Living Basics	C	Department of General and Strategic Management	1,00	38	6	6A				Online Course
2	Physical Training	C	Department of Physical Training		200	144	28	32A	44	40A	
Internship				<b>4,00</b>	<b>152</b>	<b>2</b>				<b>2</b>	
Project Internship				<b>4,00</b>	<b>152</b>	<b>2</b>				<b>2</b>	
1	Competitor Analysis Project	C		4,00	152	2				2A	

**Curriculum agreed:**

Academic Supervisor	LOSCHILOVA L.B.	03.05.2023
Dean	FOMENKOV D.A.	04.05.2023
Deputy Director	FOMENKOV D.A.	04.05.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	18.05.2023

\* Subject type:

Compulsory course  
 Elective course  
 Optional course

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