



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
2 nd, 2024/2025 academic year

APPROVED
17.04.2024
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	
Degree Programme				60,00	2 442	764	184	174	190	216	
Data Culture						6		2		4	
1	External Examinations on Digital Skills. Entry-level	C	отдел развития цифровых компетенций			2		2A			
2	External Examinations on Digital Skills. Intermediate Level	C	отдел развития цифровых компетенций			2				2A	
3	Independent Programming Test. Intermediate	C	отдел развития цифровых компетенций			2				2A	Online Course
Major				37,00	1 406	380	108	90	80	102	
Core Professional Block (Major)				12,00	456	166	28	28	80	30	
Subject Areas				12,00	456	166	28	28	80	30	
1	Basics of Product Management	C	Department of Marketing	3,00	114	40			40A		Foreign language
2	Programming in Python	C	Department of Fundamental Mathematics	3,00	114	40			40A		Online Course
3	Probability Theory and Mathematical Statistics	C	Department of Mathematics	3,00	114	56	28	28A			
4	Financial and Investment Analysis	C	Department of Venture Management	3,00	114	30				30A	
Elective Professional Block (Major)				25,00	950	214	80	62		72	
Target Market Analysis				12,00	456	116	56	28		32	
1	Data Analysis and Visualization in Excel	E	Department of General and Strategic Management	3,00	114	28		28A			
2	Introduction into Paid Search and Paid Social Advertising	E	Department of Marketing	3,00	114	40				40A	
3	Media Planning. Digital Marketing as Part of the Marketing Media Mix	E	Department of Marketing	3,00	114	32				32A	

4	Methodology of Research in Advertising	E	Department of Marketing	3,00	114	28	28A				
5	Consumer Behaviour	E	Department of Marketing	3,00	114	18			18A		
Soft skills				6,00	228	64	24			40	
1	Business Etiquette: Writing, Speaking, Acting	E	Department of Public Administration and Municipal Management	3,00	114	24	24A				Foreign language
2	Brand Management in Digital	E	Department of Marketing	6,00	228	40	28	12A			
3	Psychology in Marketing	E	Department of Marketing	3,00	114	20		20A			
Научно-исследовательский семинар (НИС)				7,00	266	34		34			
1	Research Seminar "Informations Support for Research in Management"	C	Department of Marketing	3,00	114	20		20A			
2	Project Seminar "Research in Advertising Activity"	C	Department of Marketing	4,00	152	14		14A			
Minor				10,00	380	152	40	36	40	36	
1	Minor	E		10,00	380	152	40	36A	40	36A	
English											
Optional Courses											
1	English	O		6,00	228	100	32	28	40A		Foreign language, Credits only to the cumulative rating
General Courses				5,00	352	220	36	46	70	68	
Optional General Courses				4,00	152	76	12	16	24	24	
1	Russian History	C	School of History	4,00	152	76	12	16A	24	24A	Online Course
Core General Courses				1,00	200	144	24	30	46	44	
1	Physical Training	C	Department of Physical Training	1,00	200	144	24	30A	46	44A	
Internship				8,00	304	6				6	
Research Internship				2,00	76	2				2	
1	Курсовая работа 1	C		2,00	76	2				2A	
Project Internship				4,00	152	2				2	
1	The project "Research in advertising"	C		4,00	152	2				2A	
Professional Internship				2,00	76	2				2	
1	Educational Internship (Introductory Training)	C		2,00	76	2				2A	

Curriculum agreed:

Academic Supervisor	LOSCHILOVA L.B.	26.02.2024
Dean	FOMENKOV D.A.	27.02.2024
Deputy Director	FOMENKOV D.A.	28.02.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	17.04.2024

* Subject type:

Compulsory course

Elective course

Optional course

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