



National Research University Higher School of Economics (HSE)

Curriculum  
Field of study 38.04.02 Management  
Educational Programme "Marketing Management"  
Trajectories: "Marketing Director"  
Implementing unit: Graduate School of Business, HSE -  
Moscow

APPROVED  
29.05.2023  
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

1 st, 2023/2024 academic year

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>258</b>	<b>52</b>	<b>64</b>	<b>82</b>	<b>60</b>	
<b>Marketing Director (Applied track)</b>				<b>60,00</b>	<b>2 280</b>	<b>258</b>	<b>52</b>	<b>64</b>	<b>82</b>	<b>60</b>	
<b>Major</b>				<b>33,00</b>	<b>1 254</b>	<b>148</b>	<b>32</b>	<b>40</b>	<b>52</b>	<b>24</b>	
<b>Elective Courses</b>				<b>15,00</b>	<b>570</b>	<b>64</b>			<b>40</b>	<b>24</b>	
<b>Block 1. Marketing-Management</b>				<b>12,00</b>	<b>456</b>	<b>48</b>			<b>24</b>	<b>24</b>	
1	Brand Management in Digital Economy	E	департамент маркетинга	6,00	228	24			12	12A	Online Course
2	Omnichannel Commerce and Trade Marketing	E	департамент маркетинга	6,00	228	48			24	24A	Online Course
3	New Product Development	E	департамент маркетинга	6,00	228	48			24	24A	Online Course
4	Relationship Marketing and Customer Analytics	E	департамент маркетинга	6,00	228	24			12A	12A	Online Course
<b>Block 2. Special Issues of Marketing</b>				<b>3,00</b>	<b>114</b>	<b>16</b>			<b>16</b>		
1	B2B Marketing	E	департамент маркетинга	3,00	114	16			16A		Online Course
2	Omnichannel Customer Experience Management	E	департамент маркетинга	3,00	114	16			16A		Online Course, Foreign language
<b>Compulsory Courses</b>				<b>18,00</b>	<b>684</b>	<b>84</b>	<b>32</b>	<b>40</b>	<b>12</b>		
1	Marketing Research	C	департамент маркетинга	6,00	228	36	20	16A			Online Course
2	Marketing Analysis and Marketing Performance Management	C	департамент маркетинга	6,00	228	24		12	12A		Online Course
3	Consumer Behaviour	C	департамент маркетинга	6,00	228	24	12	12A			Online Course
<b>Key Seminars</b>				<b>12,00</b>	<b>456</b>	<b>96</b>	<b>20</b>	<b>24</b>	<b>24</b>	<b>28</b>	
1	Project Seminar "Leadership: Marketing Director Business Laboratory"	C	департамент маркетинга	6,00	228	48	12	12	12	12A	
2	Project Seminar "Entrepreneurship Marketing"	C	департамент маркетинга	3,00	114	24		8	8	8A	

3	Mentor's Seminar	C	департамент маркетинга	3,00	114	24	8	4	4	8A
<b>Magolego</b>				<b>6,00</b>	<b>228</b>					
1	All-university Pool MAGOLEGO Courses	E		6,00	228					
<b>Internship</b>				<b>9,00</b>	<b>342</b>	<b>14</b>			<b>6</b>	<b>8</b>
<b>Project Internship</b>				<b>9,00</b>	<b>342</b>	<b>14</b>			<b>6</b>	<b>8</b>
1	Course Project	C		6,00	228	10			6	4A
2	Projects "Green Marketing and ESG Practices"	C	департамент маркетинга	3,00	114	4				4A

**Curriculum agreed:**

Academic Supervisor	PANTELEEVA E.K.	29.05.2023
Dean	KATKALO V.S.	29.05.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	29.05.2023

\* Subject type:

Compulsory course

C

Elective course

E