



National Research University Higher School of Economics (HSE)

Curriculum
 Field of study 38.04.02 Management
 Educational Programme "Marketing: Digital Technology and
 Marketing Communications"
 Trajectories: "Marketing Communication and Branding",
 "Marketing strategies and Product management"
 Implementing unit: Graduate School of Business, HSE -
 Moscow
 1 st, 2023/2024 academic year

APPROVED
 06.06.2023

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	432	112	104	110	110	
Marketing Communication and Branding (Applied track)				60,00	2 280	412	104	104	114	90	
Major				39,00	1 482	312	96	96	72	48	
Базовая часть				15,00	570	120	72	48			
1	Marketing strategies and metrics	C	департамент маркетинга	6,00	228	48	24	24A			
2	Research Methodology in Marketing	C	департамент маркетинга	3,00	114	24	24A				
3	Financial Management: Financial Analysis and New Business Models	C	департамент финансового менеджмента	6,00	228	48	24	24A			
Compulsory disciplines				24,00	912	192	24	48	72	48	
1	Digital Marketing and E-commerce	C	департамент маркетинга	6,00	228	48		24	24A		
2	Integrated Brand Communications: Management, Performance Assessment	C	департамент маркетинга	6,00	228	48			24	24A	
3	International Marketing	C	департамент маркетинга	3,00	114	24				24A	Foreign language
4	Behavioral Models in the Consumer and Media Environment	C	департамент маркетинга	3,00	114	24			24A		
5	Brand Strategies and Brand Management	C	департамент маркетинга	6,00	228	48	24	24A			
Key Seminars				12,00	456	96	8	8	40	40	
Научно - исследовательские семинары				6,00	228	48			24	24	

1	Research Seminar "Media Advertising Business in the Conditions of Digitalization"	C	департамент маркетинга	6,00	228	48			24	24A	
Проектные семинары				6,00	228	48	8	8	16	16	
1	Project Seminar "Sustainable Development Practices"	C	департамент маркетинга	3,00	114	24			12	12A	
2	Mentor's Seminar	C	департамент маркетинга	3,00	114	24	8	8	4	4A	
Magolego				3,00	114						
1	All-university Pool MAGOLEGO Courses	E		3,00	114						
Internship				6,00	228	4			2	2	
Project Internship				6,00	228	4			2	2	
1	Course project	C	департамент маркетинга	6,00	228	4			2	2A	
Marketing strategies and Product management (Applied track)				60,00	2 280	412	104	104	114	90	
Major				39,00	1 482	312	96	96	72	48	
Basic Components				15,00	570	120	72	48			
1	Marketing strategies and metrics	C	департамент маркетинга	6,00	228	48	24	24A			
2	ResearchMethodology in Marketing	C	департамент маркетинга	3,00	114	24	24A				
3	Financial Management: Financial Analysis and New Business Models	C	департамент финансового менеджмента	6,00	228	48	24	24A			
Core Courses				24,00	912	192	24	48	72	48	
1	Digital Marketing and E-commerce	C	департамент маркетинга	6,00	228	48		24	24A		
2	International Marketing	C	департамент маркетинга	3,00	114	24				24A	Foreign language
3	Modern Technologies in Marketing	C	департамент маркетинга	6,00	228	48			24	24A	
4	Brand Strategies and Brand Management	C	департамент маркетинга	6,00	228	48	24	24A			
5	Sales Channel Management and Category Management	C	департамент маркетинга	3,00	114	24			24A		
Key Seminars				12,00	456	96	8	8	40	40	
Research Seminars				6,00	228	48			24	24	
1	Research Seminar "Industry Peculiarities of Marketing Activity"	C	департамент маркетинга	6,00	228	48			24	24A	
Project Seminars				6,00	228	48	8	8	16	16	
1	Project Seminar "Sustainable Development Practices"	C	департамент маркетинга	3,00	114	24			12	12A	
2	Mentor's Seminar	C	департамент маркетинга	3,00	114	24	8	8	4	4A	
Magolego				3,00	114						
1	All-university Pool MAGOLEGO Courses	C		3,00	114						
Internship				6,00	228	4			2	2	
Project Internship				6,00	228	4			2	2	
1	Course project	C	департамент маркетинга	6,00	228	4			2	2A	

Curriculum agreed:

Academic Supervisor	VETROVA T.V.	01.06.2023
Dean	KATKALO V.S.	01.06.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	02.06.2023

* Subject type:

Compulsory course

C

Elective course

E