



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

2 nd, 2024/2025 academic year

APPROVED

06.06.2024

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	
Degree Programme				60,00	2 280	248	114	96	26	12	
Marketing Communication and Branding (Applied track)				60,00	2 280	248	114	96	26	12	
Major				12,00	456	96	48	48			
Elective Courses "Entrepreneurship and Digital Environment"				3,00	114	24		24			
1	Development of Digital Platforms in the Public Sector	E	департамент маркетинга	3,00	114	24		24A			
2	Startup Lab	E	департамент стратегического и международного менеджмента	3,00	114	24		24A			
3	Customer Experience Management	E	департамент маркетинга	3,00	114	24		24A			
Elective Courses Pool "Soft Skills Forming"				3,00	114	24		24			
1	Leadership in Corporate Environment	E	департамент организационного поведения и управления человеческими ресурсами	3,00	114	24		24A			
2	Presentations and Storytelling	E	Department of Marketing	3,00	114	32		32A			
3	Formation of the Personal Brand for Young Specialist	E	департамент маркетинга	3,00	114	24		24A			
Compulsory disciplines				6,00	228	48	48				
1	Innovative Technologies of Marketing Communications: at Points of Sale, SP, DM	C	департамент маркетинга	3,00	114	24	24A				Foreign language
2	Strategic Communications Management	C	департамент маркетинга	3,00	114	24	24A				

	Final State Certification (FSC)			3,00	114	2				2	
1	Final Qualification Paper	C		3,00	114	2				2A	
	Key Seminars			18,00	684	144	64	48	24	8	
	Научно - исследовательские семинары			12,00	456	96	32	40	16	8	
1	Research Seminar "Data Science and Data Processing in Marketing"	C	департамент маркетинга	6,00	228	48	24	24A			Online Course
2	Research Seminar "Thesis Preparation Skills"	C	департамент маркетинга	6,00	228	48	8	16	16	8A	
	Проектные семинары			6,00	228	48	32	8	8		
1	Project seminar "Neuromarketing"	C	департамент маркетинга	3,00	114	24	24A				
2	Mentor's Seminar	C	департамент маркетинга	3,00	114	24	8	8	8A		
	Magolego			6,00	228						
1	All-university Pool MAGOLEGO Courses	E		6,00	228						
	Internship			21,00	798	6	2		2	2	
	Project Internship			3,00	114	2	2				
1	Profile trajectory project	C	департамент маркетинга	3,00	114	2	2A				
	Professional Internship			18,00	684	4			2	2	
1	Thesis Preparation	C		15,00	570	2				2	
2	Work Experience Internship	C		3,00	114	2			2A		
	Marketing strategies and Product management (Applied track)			60,00	2 280	249	115	96	26	12	
	Major			12,00	456	96	48	48			
	Elective Courses "Entrepreneurship and Digital Environment"			3,00	114	24		24			
1	Development of Digital Platforms in the Public Sector	E	департамент маркетинга	3,00	114	24		24A			
2	Startup Lab	E	департамент стратегического и международного менеджмента	3,00	114	24		24A			
3	Customer Experience Management	E	департамент маркетинга	3,00	114	24		24A			
	Elective Courses Pool "Soft Skills Forming"			3,00	114	24		24			
1	Leadership in Corporate Environment	E	департамент организационного поведения и управления человеческими ресурсами	3,00	114	24		24A			
2	Presentations and Storytelling	E	Department of Marketing	3,00	114	32		32A			
3	Formation of the Personal Brand for Young Specialist	E	департамент маркетинга	3,00	114	24		24A			
	Core Courses			6,00	228	48	48				
1	Innovative Business Models	C	департамент маркетинга	3,00	114	24	24A				Foreign language
2	Product Management	C	департамент маркетинга	3,00	114	24	24A				
	Final State Certification (FSC)			3,00	114	2				2	
1	Final Qualification Paper	C		3,00	114	2				2A	
	Key Seminars			18,00	684	144	64	48	24	8	
	Research Seminars			12,00	456	96	32	40	16	8	
1	Research Seminar "Data Science and Data Processing in Marketing"	C	департамент маркетинга	6,00	228	48	24	24A			Online Course

2	Research Seminar "Thesis Preparation Skills"	C	департамент маркетинга	6,00	228	48	8	16	16	8A
Project Seminars				6,00	228	48	32	8	8	
1	Project seminar "Neuromarketing"	C	департамент маркетинга	3,00	114	24	24A			
2	Mentor's Seminar	C	департамент маркетинга	3,00	114	24	8	8	8A	
Magolego				6,00	228					
1	All-university Pool MAGOLEGO Courses	C		6,00	228					
Internship				21,00	798	7	3		2	2
Project Internship				3,00	114	3	3			
1	Profile trajectory project	C	департамент маркетинга	3,00	114	3	3A			
Professional Internship				18,00	684	4			2	2
1	Thesis Preparation	C		15,00	570	2				2
2	Work Experience Internship	C		3,00	114	2			2A	

Curriculum agreed:

Academic Supervisor

VETROVA T.V.

16.05.2024

Dean

GABRIELOV A.O.

16.05.2024

Head of Centre for
Educational Model Design

LEPESHKIN I.A.

04.06.2024

* Subject type:

Compulsory course

C

Elective course

E