



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 01.04.02 Applied Mathematics and Informatics
Educational Programme "Artificial Intelligence for Marketing and Product Management"
Trajectories: "Artificial Intelligence for Marketing and Product Management"
Implementing unit: Faculty of Computer Science, HSE - Moscow

APPROVED
21.04.2025
Vice Rector
ROSHCHIN S.Y.
Signed with EDS

Years of Study: 2025/2026 - 2026/2027

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

Block Code	Course	Subject type	Credits	Credits by Years		Planned Educational Programme Development Results
				1	2	
	Degree Programme		120,00	60,00	60,00	
	Artificial Intelligence for Marketing and Product Management (Applied track)		120,00	60,00	60,00	
	Key Seminars		15,00	6,00	9,00	
1	Mentor's Seminar	C	15,00	6,00	9,00	GPC-1.AMI, GPC-2.AMI, GPC-3.AMI, GPC-4.AMI, PC-1, PC-10, PC-11, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
	Internship		24,00	3,00	21,00	
	Free		6,00		6,00	
1	Work Placement	C	6,00		6,00	GPC-1.AMI, GPC-2.AMI, GPC-3.AMI, GPC-4.AMI, PC-1, PC-10, PC-11, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9, UC-1, UC-2, UC-3
	Preparation of the Graduate Thesis		15,00		15,00	
1	Preparation of the Final Qualifying Work	C	15,00		15,00	GPC-1.AMI, GPC-2.AMI, GPC-3.AMI, GPC-4.AMI, PC-1, PC-10, PC-11, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
	Fixed		3,00	3,00		

1	Course Project	C	3,00	3,00		GPC-1.AMI, GPC-2.AMI, GPC-3.AMI, GPC-4.AMI, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, UC-1, UC-2, UC-3
	Major		66,00	45,00	21,00	
1	Introduction to Python for Data Science	C	3,00	3,00		GPC-2.AMI, GPC-3.AMI, PC-1, PC-2, PC-3, UC-1, UC-2, UC-3
2	Marketing automation	C	3,00	3,00		GPC-4.AMI, PC-1, PC-3, PC-5, PC-7, PC-8, UC-1, UC-2, UC-3
3	Marketing in a digital environment	C	3,00	3,00		GPC-4.AMI, PC-1, PC-10, PC-3, PC-5, PC-7, PC-8, UC-1, UC-2, UC-3
4	Marketing Analysis and Research	C	3,00	3,00		GPC-3.AMI, GPC-4.AMI, PC-1, PC-5, PC-7, PC-8, UC-1, UC-2, UC-3
5	Adaptation Course in Mathematics	C	3,00	3,00		GPC-1.AMI, GPC-2.AMI, PC-6, PC-7, UC-1, UC-2
6	Python Programming	C	3,00	3,00		GPC-1.AMI, GPC-3.AMI, PC-7, PC-8, UC-1, UC-2
7	Mathematics for Data Analysis	C	9,00	9,00		GPC-1.AMI, GPC-2.AMI, PC-7, PC-8, PC-9, UC-1, UC-2
8	Machine Learning	C	6,00	6,00		GPC-3.AMI, GPC-4.AMI, PC-1, PC-3, PC-7, UC-1, UC-2
9	Introduction to Deep Learning	C	3,00	3,00		GPC-3.AMI, GPC-4.AMI, PC-1, PC-3, PC-7, UC-1, UC-2
10	Product Management and Product Marketing Management	C	6,00	6,00		GPC-2.AMI, GPC-3.AMI, GPC-4.AMI, PC-1, PC-5, UC-1, UC-2
11	Neural Networks and No-Code Development of Digital Products	C	3,00	3,00		GPC-2.AMI, GPC-3.AMI, GPC-4.AMI, PC-1, PC-10, PC-11, PC-3, PC-6, PC-7, UC-1, UC-2
12	Marketing Strategies in the Digital Environment	C	3,00		3,00	GPC-3.AMI, GPC-4.AMI, PC-1, PC-3, PC-5, PC-7, UC-1, UC-2
13	Strategic Planning and End-to-End Analytics Based on AI	C	3,00		3,00	GPC-2.AMI, GPC-3.AMI, GPC-4.AMI, PC-1, PC-3, PC-4, PC-5, PC-6, PC-7, UC-1, UC-2
14	Generative AI Models in Marketing and IT Products	C	3,00		3,00	GPC-1.AMI, GPC-2.AMI, GPC-3.AMI, PC-1, PC-10, PC-2, PC-3, PC-5, PC-8, PC-9, UC-1
15	Agile Methodologies in Project Management	C	3,00		3,00	GPC-1.AMI, GPC-3.AMI, GPC-4.AMI, PC-1, PC-10, PC-3, PC-5, PC-7, PC-8, UC-1
16	Time Series Modeling	C	3,00		3,00	GPC-1.AMI, GPC-2.AMI, PC-1, PC-3, PC-5, UC-1
17	Implementation of Large Language Models in Marketing and Product Management	C	6,00		6,00	GPC-1.AMI, GPC-3.AMI, GPC-4.AMI, PC-1, PC-3, PC-5, UC-1

	Magolego		12,00	6,00	6,00	
1	All-university Pool MAGOLEGO Courses	C	12,00	6,00	6,00	GPC-1.AMI, UC-1
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-1.AMI, GPC-2.AMI, GPC-3.AMI, GPC-4.AMI, PC-1, PC-10, PC-11, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6

Curriculum agreed:

Academic Supervisor	Еременко Д.И.	15.04.2025
Dean	ARZHANTSEV I.V.	15.04.2025
Head of Centre for Educational Model Design	LEPESHKIN I.A.	16.04.2025

* Subject type:

Compulsory course C