



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
1 st, 2025/2026 academic year

APPROVED
01.08.2025
Vice Rector
ROSHCHIN S.Y.
Signed with EDS

Length of Programme: 2 years
Years of Study: 2025/2026 - 2026/2027
Mode of Study: Full Time
Degree: Master's degree / MBA

Block Code	Course	Subject type	Department	Period of execution	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours				Additional Information
								1	2	3	4	
	Degree Programme				60,00	2 280	394	68	146	160	44	
	Marketing Director (Applied track)				60,00	2 280	394	68	146	160	44	
	Major				42,00	1 596	336	60	132	144	24	
	Elective Courses				9,00	342	72		24	48	24	
	Block 1. Marketing-Management				6,00	228	48			24	24	
1	Brand Management in Digital Economy	E	департамент маркетинга		6,00	228	48			24	24A	Online Course
2	New Product Development	E	департамент маркетинга		6,00	228	48			24	24A	
	Block 2. Special Issues of Marketing				3,00	114	24			24		
1	B2B Marketing	E	департамент маркетинга		3,00	114	24			24A		
2	Omnichannel Customer Experience Management	E	департамент маркетинга		3,00	114	24			24A		Online Course
	Compulsory Courses				33,00	1 254	264	60	108	96		
1	Business Analytics & AI as a Tool for Effective Management	C	департамент бизнес-информатики		3,00	114	24			24A		
2	Introduction to Marketing Management	C	департамент маркетинга		3,00	114	24	12	12A			
3	Leadership in the Modern Organisation	C	департамент организационного поведения и управления человеческими ресурсами		3,00	114	24			24A		
4	Marketing Research	C	департамент маркетинга		6,00	228	48	24	24A			Online Course
5	Marketing Analysis and Marketing Performance Management	C	департамент маркетинга		6,00	228	48		24	24A		Online Course
6	Consumer Behaviour	C	департамент маркетинга		6,00	228	48	24	24A			Online Course
7	Financial Management: Financial Analysis and New Business Models	C	департамент финансового менеджмента		6,00	228	48		24	24A		
	Key Seminars				6,00	228	48	8	12	12	16	
1	Project Seminar "Entrepreneurship Marketing"	C	департамент маркетинга		3,00	114	24		8	8	8A	
2	Mentor's Seminar	C	департамент маркетинга		3,00	114	24	8	4	4	8A	

	Magolego				6,00	228						
1	All-university Pool MAGOLEGO Courses	C			6,00	228						
	Internship				6,00	228	10		2	4	4	
	Fixed				6,00	228	10		2	4	4	
1	Consulting Project	C		F	6,00	228	10		2	4	4A	

Curriculum agreed:

Academic Supervisor	Тихонов В.В.	31.07.2025
Dean	GABRIELOV A.O.	31.07.2025
Head of Centre for Educational Model Design	LEPESHKIN I.A.	01.08.2025

* Subject type:	
Compulsory course	C
Elective course	E

Period of execution:	
Fixed	F