



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.04.02 Management
 Educational Programme "Marketing Management"
 Trajectories: "Marketing Director"

Implementing unit: Graduate School of Business, HSE - Moscow

Years of Study: 2024/2025 - 2025/2026

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

APPROVED
 27.05.2024
 Vice Rector
 ROSHCHIN S.Y.
 Signed with EDS

Block Code	Course	Subject type	Credits	Credits by Years		Planned Educational Programme Development Results
				1	2	
	Degree Programme		120,00	60,00	60,00	
	Marketing Director (Applied track)		120,00	60,00	60,00	
	Key Seminars		15,00	6,00	9,00	
1	Mentor's Seminar	C	6,00	3,00	3,00	PC-1, PC-5, PC-7, UC-1, UC-2, UC-3
2	Project Seminar "Marketing Plan"	C	3,00		3,00	GPC-5, PC-1, PC-3, PC-4, PC-9, UC-1, UC-3, UC-4, UC-6
3	Project Seminar "Entrepreneurship Marketing"	C	3,00	3,00		GPC-5, PC-1, PC-3, PC-4, UC-1, UC-3, UC-4, UC-5
4	Research Seminar "Modern Marketing: Trends, Technologies, Research"	C	3,00		3,00	PC-1, PC-5, PC-9, UC-1, UC-2, UC-3, UC-5
	Internship		27,00	6,00	21,00	
	Project Internship		21,00	6,00	15,00	
1	Consulting project	C	6,00	6,00		PC-1, PC-2, PC-3, PC-4, PC-6, PC-9, UC-2, UC-3
2	Preparation of the Final Qualifying Work	C	15,00		15,00	PC-1, PC-10, PC-2, PC-3, PC-4, PC-5, PC-9, UC-1, UC-2, UC-3
	Professional Internship		6,00		6,00	
1	Work Experience Internship	C	6,00		6,00	PC-10, PC-2, PC-5, PC-7, PC-9, UC-1, UC-6
	Major		66,00	42,00	24,00	
	Compulsory Courses		51,00	33,00	18,00	
1	Financial Management: Financial Analysis and New Business Models	C	6,00	6,00		GPC-2, PC-3, PC-4, UC-5

2	Marketing Research	C	6,00	6,00		PC-10, PC-2, PC-9, UC-1, UC-3, UC-6
3	Consumer Behaviour	C	6,00	6,00		GPC-4, PC-1, UC-1, UC-4
4	Marketing Analysis and Marketing Performance Management	C	6,00	6,00		PC-2, PC-3, PC-4, PC-9, UC-6
5	Leadership in the Modern Organisation	C	3,00	3,00		GPC-1, GPC-4, PC-1, PC-2, PC-3, PC-5, PC-6, PC-8, UC-1, UC-2, UC-3
6	Business Analytics & AI as a Tool for Effective Management	C	3,00	3,00		PC-1, PC-5, PC-9, UC-2, UC-4
7	Marketing Management and Company Strategy. Advanced	C	6,00		6,00	PC-1, PC-2, PC-9, UC-1, UC-5
8	Marketing Team Management	C	3,00		3,00	PC-2, PC-4, PC-9
9	Sustainable Business Management (offered in a foreign language)	C	3,00		3,00	GPC-2, GPC-3, PC-3, PC-4, PC-7, UC-1, UC-2, UC-5
10	Digital Marketing	C	6,00		6,00	GPC-1, GPC-5, PC-3, PC-9, UC-1, UC-3, UC-6
11	Introduction to Marketing Management	C	3,00	3,00		GPC-1, GPC-5, PC-2, PC-3, PC-6, PC-7, UC-1, UC-5, UC-6
	Elective Courses		15,00	9,00	6,00	
	Block 1. Marketing-Management		6,00	6,00		
1	Brand Management in Digital Economy	E	6,00	6,00		GPC-5, PC-2, PC-5, PC-9
2	New Product Development	E	6,00	6,00		GPC-5, PC-1, PC-2, PC-3, PC-5, PC-9, UC-1, UC-5
	Block 2. Special Issues of Marketing		3,00	3,00		
1	Omnichannel Customer Experience Management	E	3,00	3,00		GPC-2, PC-2, PC-3, PC-9, UC-1, UC-6
2	B2B Marketing	E	3,00	3,00		PC-1, PC-2, PC-5, PC-9, UC-1, UC-3, UC-5
	Block 3. Pricing and Product Strategies		3,00		3,00	
1	Assortment Planning and Category Management	E	3,00		3,00	GPC-3, PC-1, PC-2, PC-3, PC-5, PC-8
2	Pricing Management	E	3,00		3,00	PC-2, PC-4, PC-9, UC-1, UC-6
	Block 4. Modern marketing technologies		3,00		3,00	
1	Data-driven Marketing	E	3,00		3,00	GPC-5, PC-10, PC-3, PC-5, PC-9, UC-1, UC-3, UC-6
2	Relationship Marketing and Customer Analytics	E	3,00		3,00	GPC-1, PC-3, PC-4, PC-9, UC-6
	Magolego		9,00	6,00	3,00	
1	All-university Pool MAGOLEGO Courses	E	9,00	6,00	3,00	GPC-3, PC-2, PC-4, PC-7, UC-1, UC-4, UC-6
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-5, PC-1, PC-10, PC-2, PC-3, PC-4, PC-5, PC-9, UC-1, UC-2, UC-5

Curriculum agreed:

Academic Supervisor	PANTELEEVA E.K.	20.05.2024
Dean	GABRIELOV A.O.	21.05.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	21.05.2024

* Subject type:

Compulsory course	C
Elective course	E