



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
 27.05.2024
 Vice Rector
 ROSHCHIN S.Y.
 Signed with EDS

Years of Study: 2024/2025 - 2025/2026

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	9,00	6,00	
1	Mentor's Seminar	C	15,00	9,00	6,00	PC-1, PC-10, PC-11, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9
	Internship		24,00	6,00	18,00	
	Project Internship		6,00	6,00		
1	-	C	6,00	6,00		PC-1, PC-10, PC-11, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9
	Professional Internship		6,00		6,00	
1	Work Experience Internship	C	6,00		6,00	PC-1, PC-10, PC-11, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9
	Research Internship		12,00		12,00	
1	Final Qualification Paper Preparation	C	12,00		12,00	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
	Major		66,00	39,00	27,00	
1	Advertising Technology	C	18,00		18,00	GPC-3.AMI, GPC-4.AMI, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, UC-1, UC-2, UC-3, UC-4, UC-6

2	Time Series Modeling	C	9,00		9,00	GPC-1.AMI, GPC-2.AMI, PC-1, UC-1, UC-2, UC-3, UC-4, UC-6
3	Marketing Analysis and Research	C	3,00	3,00		GPC-2.AMI, GPC-3.AMI, GPC-4.AMI, PC-1, PC-5, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
4	Marketing in a digital environment	C	3,00	3,00		GPC-2.AMI, GPC-3.AMI, GPC-4.AMI, PC-1, PC-5, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
5	Mathematics for Data Analysis	C	9,00	9,00		GPC-1.AMI, GPC-2.AMI, PC-1, UC-1, UC-2, UC-3, UC-4, UC-6
6	Introduction to Python for Data Science	C	3,00	3,00		GPC-4.AMI, PC-1, PC-3, PC-7, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
7	Marketing automation	C	3,00	3,00		GPC-2.AMI, GPC-3.AMI, GPC-4.AMI, PC-1, PC-5, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
8	Machine Learning	C	6,00	6,00		GPC-3.AMI, GPC-4.AMI, PC-1, PC-3, PC-7, UC-1, UC-2, UC-3, UC-4, UC-6
9	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, UC-3, UC-4, UC-5, UC-6
10	Unit-economics IT product	C	3,00	3,00		PC-1, PC-10, PC-11, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9
11	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, UC-3, UC-4, UC-6
	Magolego		12,00	6,00	6,00	
1	All-university Pool MAGOLEGO Courses	E	12,00	6,00	6,00	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 16.05.2024

Dean ARZHANTSEV I.V. 20.05.2024

Head of Centre for Educational Model Design LEPESHKIN I.A. 21.05.2024

* Subject type:

Compulsory course

C

Elective course

E