



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.03.02 Management
 Educational Programme "Digital Marketing"
 Implementing unit: Faculty of Management, HSE - Nizhny Novgorod

APPROVED
 13.04.2022
 Vice Rector
 ROSHCHIN S.Y.
 Signed with EDS

Years of Study: 2022/2023 - 2025/2026

Length of Programme: 4 years

Mode of Study: Full Time

Degree: Bachelor's degree

Block Code	Course	Subject type	Credits	Credits by Years				Planned Educational Programme Development Results
				1	2	3	4	
	Degree Programme		240,00	60,00	60,00	60,00	60,00	
	Major		170,00	44,00	40,00	37,00	49,00	
	Core Professional Block (Major)		85,00	40,00	16,00	12,00	17,00	
	Subject Areas		85,00	40,00	16,00	12,00	17,00	
1	Business Etiquette: Writing, Speaking, Acting (offered in a foreign language)	C	3,00		3,00			UC-4, UC-5
2	Coaching	C	3,00		3,00			UC-3, UC-4
3	Operations and Process Management	C	3,00		3,00			GPC-1, GPC-3
4	Financial and Managerial Accounting	C	4,00		4,00			GPC-2, UC-1
5	Programming in Python	C	3,00		3,00			GPC-6
6	Entrepreneurship (offered in a foreign language)	C	3,00			3,00		GPC-4, UC-4, UC-6
7	Management Decisions	C	3,00			3,00		GPC-1, UC-1, UC-2
8	Marketing Research	C	3,00			3,00		GPC-2, UC-1
9	Data Analysis in Python	C	3,00			3,00		GPC-5, GPC-6
10	Strategic Management	C	5,00				5,00	GPC-3, UC-2
11	Financial Management	C	4,00				4,00	GPC-3, UC-2
12	Project Management	C	4,00				4,00	GPC-3, UC-11
13	Leadership	C	4,00				4,00	UC-3, UC-6
14	Principles of Marketing	C	6,00	6,00				GPC-4, PC-3, PC-9, UC-1
15	Digital Marketing	C	5,00	5,00				GPC-6, PC-11
16	Management Theory and History	C	5,00	5,00				GPC-1, UC-1
17	Business Ethics and Corporate Social Responsibility	C	4,00	4,00				UC-10, UC-5
18	Economic Theory	C	10,00	10,00				GPC-1, UC-1, UC-9
19	Foundations of Advanced Mathematics	C	5,00	5,00				UC-1
20	Probability Theory and Mathematical Statistics	C	5,00	5,00				GPC-2, UC-1

	Elective Professional Block (Major)		85,00	4,00	24,00	25,00	32,00	
	Target Market Analysis		12,00		12,00			
1	Data Analysis and Visualization in Excel	E	3,00		3,00			GPC-2, GPC-5, GPC-6, UC-1
2	Media Planning. Digital Marketing as Part of the Marketing Media Mix	E	3,00		3,00			GPC-5, PC-1
3	Methodology of Research in Advertising	E	3,00		3,00			PC-11, PC-6, PC-7
4	Consumer Behaviour	E	3,00		3,00			PC-7, PC-9
5	Consumer segmentation and behavioral marketing	E	3,00		3,00			GPC-4, PC-7, UC-1
	Advertising tools		10,00			10,00		
1	Paid Search Ads	E	5,00			5,00		GPC-2, PC-1, PC-5, UC-2
2	Paid Social Ads and SMM	E	5,00			5,00		GPC-2, PC-1, PC-5, UC-2
3	Search Engine Optimisation	E	5,00			5,00		GPC-2, PC-5, UC-2
	Auxiliary tools for working with the target market and statistical data analysis		12,00			12,00		
1	Digital analytics	E	3,00			3,00		GPC-5, PC-10, PC-11, PC-4
2	Marketing Analytics	E	3,00			3,00		GPC-5, PC-10, PC-11, PC-4
3	Digital Tools for E-commerce	E	3,00			3,00		GPC-6, PC-3
4	Display Advertising and Programmatic	E	3,00			3,00		GPC-6, PC-3
5	Psychology in Marketing	E	3,00			3,00		PC-7, PC-9
	Research seminar		13,00	4,00	6,00	3,00		
1	Research Seminar "Informations Support for Research in Management"	C	3,00		3,00			GPC-5, UC-1
2	Project Seminar "Research in Advertising Activity"	C	3,00		3,00			PC-11, PC-8, UC-1
3	Project Seminar "Setting up an Advertising Campaign"	C	3,00			3,00		GPC-5, PC-1, PC-5
4	Project seminar "Analysis of the competitive environment"	C	4,00	4,00				PC-10, PC-8
	Soft skills		6,00			6,00		
1	Brand Management in Digital	E	3,00			3,00		PC-2
2	Emotional Intelligence	E	3,00			3,00		UC-3, UC-6
3	Principles of effective communication in digital	E	3,00			3,00		UC-4, UC-5
	Strategic marketing tools		16,00				16,00	
1	Formation of analytical products. Data Driven Approach	E	4,00				4,00	GPC-5, PC-10, PC-11
2	Marketing strategy in digital	E	4,00				4,00	PC-2, PC-3, PC-4
3	Digital Product Management	E	4,00				4,00	GPC-4, PC-11, PC-9
4	Marketing Communications	E	4,00				4,00	PC-3, PC-4, UC-5
5	Finance for Marketers	E	4,00				4,00	GPC-1, UC-9
	Basic Digital Marketing Tools		16,00				16,00	
1	Multi-touch attribution	E	4,00				4,00	PC-11, PC-6, PC-9
2	Local Intelligence	E	4,00				4,00	PC-11, PC-9
3	AI-маркетинг	E	4,00				4,00	GPC-5, GPC-6, PC-11
4	Customer data ethics	E	4,00				4,00	GPC-6, UC-2

	Internship		30,00	4,00	9,00	8,00	9,00	
	Professional Internship		6,00		2,00		4,00	
1	Educational Internship	C	2,00		2,00			GPC-1, UC-10, UC-11, UC-2, UC-3
2	Graduation Internship	C	4,00				4,00	GPC-1, UC-2, UC-3
	Project Internship		21,00	4,00	4,00	8,00	5,00	
1	The project "Research in Advertising"	C	4,00		4,00			GPC-2, PC-11, UC-1, UC-3, UC-6
2	The project "Setting up an advertising campaign"	C	4,00			4,00		PC-1, PC-11, PC-2, UC-3
3	Preparation of Graduation Thesis	C	5,00				5,00	GPC-1, GPC-2, UC-1, UC-2
4	Competitor Analysis Project	C	4,00	4,00				GPC-2, PC-8, UC-3
5	Term Paper 2	C	4,00			4,00		GPC-2, UC-2
	Research Internship		3,00		3,00			
1	Курсовая работа 1	C	3,00		3,00			UC-1
	General Courses		14,00	9,00	1,00	4,00		
	Core General Courses		2,00	1,00	1,00			
1	Physical Training	C	1,00		1,00			UC-7
2	Safe Living Basics	C	1,00	1,00				UC-8
	Optional General Courses		12,00	8,00		4,00		
1	Legal Literacy	C	4,00			4,00		UC-10, UC-2
2	Elective General Courses	E	4,00	4,00				UC-1, UC-2
3	Psychology	C	4,00	4,00				UC-3
	Minor		20,00		10,00	10,00		
1	Minor	E	20,00		10,00	10,00		UC-1, UC-2, UC-3
	English		1,00				1,00	
	Examinations		1,00				1,00	
1	Independent English Exam (offered in a foreign language)	C						UC-4
2	Project Proposal	C	1,00				1,00	UC-4
3	English Language Integrative Exam	C						UC-4
	Optional Courses							
1	Academic Writing (offered in a foreign language)	O	2,00				2,00	UC-4
2	English language (offered in a foreign language)	O	14,00	8,00	6,00			UC-4
	Data Culture		4,00	3,00		1,00		
1	Independent Programming Test. Intermediate	C						GPC-5
2	External Examinations on Digital Skills. Entry-level	C						GPC-5
3	External Examinations on Digital Skills. Intermediate Level	C						GPC-5
4	External Examinations on Digital Skills. Final Level	C						GPC-5
5	Data Science, AI and Generative Models Independent Test. Intermediate	C	1,00			1,00		GPC-2, GPC-5
6	Independent Digital Literacy Test	C						GPC-5
7	Digital Literacy	C	3,00	3,00				GPC-6
	Final State Certification (FSC)		1,00				1,00	
	Thesis Work		1,00				1,00	
1	Presenting of Graduation Thesis	C	1,00				1,00	GPC-1, GPC-3, UC-4

Curriculum agreed:

Academic Supervisor	LOSCHILOVA L.B.	04.04.2022
Dean	FOMENKOV D.A.	04.04.2022
Deputy Director	FOMENKOV D.A.	05.04.2022
Head of Centre for Educational Model Design	LEPESHKIN I.A.	12.04.2022

* Subject type:

Compulsory course	C
Elective course	E
Optional course	O