



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.04.02 Management

Educational Programme "Marketing: Digital Technology and Marketing Communications"

Trajectories: "Marketing Communication and Branding", "Strategic Marketing and New Technology"

Implementing unit: Graduate School of Business, HSE - Moscow

Years of Study: 2022/2023 - 2023/2024

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

APPROVED

18.05.2022

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 Communication and Branding (Applied track)		138,00	81,00	54,00	
	Key Seminars		36,00	18,00	18,00	
	Scientific Research Seminars		15,00	9,00	6,00	
1	Research Seminar "Data Science and Data Processing in Marketing"	C	6,00		6,00	GPC-2, PC-7, UC-1, UC-4, UC-5
2	Research Seminar "Models of Behavior in the Consumer and Media Environment"	C	6,00	6,00		GPC-1, GPC-5, PC-1, UC-1, UC-5
3	Research Seminar "Actual Issues of Marketing"	C	3,00	3,00		GPC-1, GPC-5, PC-1, UC-1
	Project Seminars		21,00	9,00	12,00	
1	Project Seminar "Digital Marketing"	C	6,00		6,00	GPC-3, GPC-5, UC-4, UC-5, UC-6
2	Project Seminar "Protection of Creative Developments in Marketing Communications"	C	3,00		3,00	GPC-2, GPC-4, UC-2, UC-3, UC-4
3	Project Seminar "Practices for the Implementation of Marketing Projects"	C	3,00	3,00		GPC-3, PC-2, PC-4, UC-3
4	Mentor's Seminar	C	9,00	6,00	3,00	UC-1, UC-6
	Internship		24,00	3,00	21,00	
	Project Internship		21,00	3,00	18,00	
1	Consulting ESG Project	C	3,00	3,00		GPC-1, PC-1, PC-2, PC-4, PC-5, PC-8, UC-1, UC-2
2	Profile Project Trajectory "Neuromarketing"	C	3,00		3,00	GPC-1, PC-2, PC-4, PC-5, UC-1
3	Preparation of the Final Qualification Work	C	15,00		15,00	GPC-1, PC-1, PC-2, PC-3, PC-4, UC-1, UC-2, UC-6

	Professional Internship		3,00		3,00	
1	Work Experience Internship	C	3,00		3,00	PC-4, PC-5, UC-4, UC-6
	Major		48,00	36,00	12,00	
	Basic Components		42,00	36,00	6,00	
1	Applied Technologies of Marketing Communications: Communications at the Point of Sale, BTL, DM (offered in a foreign language)	C	3,00		3,00	GPC-2, UC-5, UC-6
2	Media Advertising Business in the Conditions of Digitisation	C	6,00	6,00		GPC-1, GPC-5, PC-6
3	Integrated Brand Communications: Management, Performance Assessment	C	9,00	6,00	3,00	GPC-1, GPC-3, GPC-4, PC-4, PC-5, PC-6, UC-1, UC-2, UC-4
4	Research Methodology in Marketing	C	3,00	3,00		GPC-4, GPC-5, PC-1, PC-2
5	Marketing strategies and metrics	C	6,00	6,00		GPC-1, GPC-3, GPC-4, PC-4, PC-5, PC-6, PC-8, UC-2
6	Brand Strategies and Brand Management	C	6,00	6,00		GPC-3, GPC-4, PC-4, PC-5, PC-6, UC-1
7	International Marketing (offered in a foreign language)	C	3,00	3,00		GPC-1, UC-5
8	Financial Management: Financial Analysis and New Business Models	C	6,00	6,00		GPC-1, GPC-4, PC-6
	Elective courses (1 out of 3)		3,00		3,00	
1	Customer Experience Management in Real Business (offered in a foreign language)	E	3,00		3,00	GPC-3, GPC-4, UC-2, UC-3, UC-4
2	Project Management in MNC's (offered in a foreign language)	E	3,00		3,00	GPC-3, GPC-4, UC-2, UC-3, UC-4, UC-5
3	Business Valuation (offered in a foreign language)	E	3,00		3,00	PC-5, UC-4, UC-5
	Elective courses (1 out of 4)		3,00		3,00	
1	Formation of the Personal Brand for Young Specialist	E	3,00		3,00	GPC-3, UC-4, UC-5
2	Presentations and Storytelling	E	3,00		3,00	GPC-1, UC-1, UC-6
3	Design Thinking and Customer Centricity	E	3,00		3,00	GPC-1, UC-4, UC-5
4	Leadership	E	3,00		3,00	PC-5, UC-6
	Magolego		27,00	24,00		
1	University Pool Courses	E	6,00		6,00	GPC-1, GPC-2, GPC-3, GPC-4, GPC-5, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-1, PC-5, UC-4, UC-6
	Strategic Marketing and New Technology (Applied track)		117,00	60,00	60,00	
	Key Seminars		36,00	18,00	18,00	
	Scientific Research Seminars		15,00	9,00	6,00	
1	Research Seminar "Data Science and Data Processing in Marketing"	C	6,00		6,00	GPC-2, PC-7, UC-1, UC-4, UC-5

2	Research Seminar "Industry Specifics of Marketing Activities"	C	6,00	6,00		GPC-1, GPC-2, GPC-5, UC-1
3	Research Seminar "Actual Issues of Marketing"	C	3,00	3,00		GPC-1, GPC-5, PC-1, UC-1
	Project Seminars		21,00	9,00	12,00	
1	Project Seminar "Digital Marketing"	C	6,00		6,00	GPC-3, GPC-5, UC-4, UC-5, UC-6
2	Project Seminar "New Markets and Products: Foresight and Technological Roadmaps"	C	3,00		3,00	GPC-3, UC-2, UC-3
3	Project Seminar "Practices for the Implementation of Marketing Projects"	C	3,00	3,00		GPC-3, PC-2, PC-4, UC-3
4	Mentor's Seminar	C	9,00	6,00	3,00	UC-1, UC-6
	Internship		24,00	3,00	21,00	
	Project Internship		21,00	3,00	18,00	
1	Consulting ESG Project	C	3,00	3,00		GPC-1, PC-1, PC-2, PC-4, PC-5, PC-8, UC-1, UC-2
2	Profile Project Trajectory "Neuromarketing"	C	3,00		3,00	GPC-1, PC-2, PC-4, PC-5, UC-1
3	Preparation of the Final Qualification Work	C	15,00		15,00	GPC-1, GPC-2, GPC-5, PC-1, PC-2, PC-3, PC-4, PC-5, PC-8, UC-1, UC-2, UC-6
	Professional Internship		3,00		3,00	
1	Work Experience Internship	C	3,00		3,00	PC-4, PC-5, UC-4, UC-6
	Major		48,00	36,00	12,00	
	Basic Components		42,00	36,00	6,00	
1	Innovative Business Models (offered in a foreign language)	C	3,00		3,00	GPC-2, UC-2, UC-4
2	Distribution Channel Management and Pricing	C	6,00	6,00		GPC-1, GPC-2, PC-4, PC-5, PC-6, UC-1
3	Product Management	C	3,00		3,00	GPC-4, UC-3, UC-5
4	Modern Technologies in Marketing	C	6,00	6,00		GPC-2, PC-3, PC-7, UC-1
5	Research Methodology in Marketing	C	3,00	3,00		GPC-4, GPC-5, PC-1, PC-2
6	Marketing strategies and metrics	C	6,00	6,00		GPC-1, GPC-3, GPC-4, PC-4, PC-5, PC-6, PC-8, UC-2
7	Brand Strategies and Brand Management	C	6,00	6,00		GPC-3, GPC-4, PC-4, PC-5, PC-6, UC-1
8	International Marketing (offered in a foreign language)	C	3,00	3,00		GPC-1, UC-5
9	Financial Management: Financial Analysis and New Business Models	C	6,00	6,00		GPC-1, GPC-4, PC-6
	Elective courses (1 out of 3)		3,00		3,00	
1	Customer Experience Management in Real Business (offered in a foreign language)	E	3,00		3,00	GPC-3, GPC-4, UC-2, UC-3, UC-4
2	Business Valuation (offered in a foreign language)	E	3,00		3,00	PC-5, UC-4, UC-5
3	Project Management in MNC's (offered in a foreign language)	E	3,00		3,00	GPC-3, GPC-4, UC-2, UC-3, UC-4, UC-5
	Elective courses (1 out of 4)		3,00		3,00	
1	Formation of the Personal Brand for Young Specialist	E	3,00		3,00	GPC-3, UC-4, UC-5

2	Presentations and Storytelling	E	3,00		3,00	GPC-1, UC-1, UC-6
3	Design Thinking and Customer Centricity	E	3,00		3,00	GPC-1, UC-4, UC-5
4	Leadership	E	3,00		3,00	PC-5, UC-6
	Magolego		6,00	3,00	6,00	
1	University Pool Courses	E	6,00		6,00	GPC-1, UC-6
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-1, PC-5, UC-4, UC-6
	General Components		3,00	3,00		
	Key Seminars					
	Internship					
	Project Internship					
	Professional Internship					
	Research Internship					
	Major					
	Magolego		3,00	3,00		
1	University Pool Courses	E	3,00	3,00		GPC-1, GPC-2, GPC-3, GPC-4, GPC-5, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6

Curriculum agreed:

Academic Supervisor	VETROVA T.V.	18.05.2022
Dean	KATKALO V.S.	18.05.2022
Head of Centre for Educational Model Design	LEPESHKIN I.A.	18.05.2022

* Subject type:

Compulsory course	C
Elective course	E