



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
18.05.2023
Vice Rector
ROSHCHIN S.Y.
Signed with EDS

Years of Study: 2023/2024 - 2026/2027

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	47,00	37,00	37,00	49,00	
	Core Professional Block (Major)		85,00	44,00	12,00	12,00	17,00	
	Subject Areas		85,00	44,00	12,00	12,00	17,00	
1	Data Analysis in Python	C	3,00			3,00		GPC-2, GPC-5, GPC-6, UC-1
2	Strategic Management	C	3,00				3,00	GPC-3, UC-2, UC-9
3	Financial Management	C	4,00				4,00	GPC-3, UC-2
4	Marketing Research	C	3,00			3,00		GPC-2, GPC-6, UC-1, UC-2
5	Project Management	C	3,00				3,00	GPC-2, UC-1, UC-11
6	Entrepreneurship	C	3,00			3,00		GPC-4, UC-6, UC-9
7	Leadership	C	4,00				4,00	UC-3, UC-5
8	Principles of Marketing	C	5,00	5,00				GPC-2, GPC-3, GPC-4, UC-1
9	Digital Marketing	C	3,00	3,00				GPC-2, GPC-6, PC-10, PC-11
10	Emotional Intelligence	C	3,00	3,00				UC-3, UC-5
11	Coaching	C	4,00	4,00				UC-3, UC-5
12	Operations and Process Management	C	3,00			3,00		GPC-2, GPC-3, UC-2
13	Managerial decision-making	C	3,00				3,00	GPC-2, GPC-3
14	Economic Theory	C	10,00	10,00				GPC-1, UC-1, UC-9
15	Foundations of Advanced Mathematics	C	10,00	10,00				UC-1
16	Management Theory and History	C	5,00	5,00				UC-1, UC-2
17	Business Ethics and Corporate Social Responsibility	C	4,00	4,00				UC-10, UC-4, UC-5
18	Probability Theory and Mathematical Statistics	C	3,00		3,00			GPC-2, UC-1
19	Programming in Python	C	3,00		3,00			GPC-5, GPC-6
20	Financial and Investment Analysis	C	3,00		3,00			GPC-2, UC-1

21	Basics of Product Management (offered in a foreign language)	C	3,00		3,00			GPC-4, UC-9
	Elective Professional Block (Major)		85,00	3,00	25,00	25,00	32,00	
	Научно-исследовательский семинар (НИС)		14,00	3,00	7,00	4,00		
1	Project seminar "Data analysis"	C	4,00			4,00		GPC-2, GPC-6, PC-10, PC-11
2	Project seminar "Analysis of the competitive environment"	C	3,00	3,00				PC-10, PC-11, PC-8, UC-7
3	Project Seminar "Research in Advertising Activity"	C	4,00		4,00			PC-10, PC-11, PC-4, PC-7, UC-5
4	Research Seminar "Informations Support for Research in Management"	C	3,00		3,00			GPC-2, UC-1
	Target Market Analysis		12,00		12,00			
1	Media Planning. Digital Marketing as Part of the Marketing Media Mix	E	3,00		3,00			PC-1, PC-3, PC-4
2	Methodology of Research in Advertising	E	3,00		3,00			GPC-2, PC-11, PC-4, PC-9
3	Data Analysis and Visualization in Excel	E	3,00		3,00			GPC-2, GPC-5, GPC-6
4	Consumer Behaviour	E	3,00		3,00			PC-7, PC-9
5	Introduction into Paid Search and Paid Social Advertising	E	3,00		3,00			GPC-2, PC-10, PC-11
	Soft skills		6,00		6,00			
1	Brand Management in Digital	E	6,00		6,00			GPC-4, PC-2
2	Psychology in Marketing	E	3,00		3,00			GPC-1, PC-7
3	Business Etiquette: Writing, Speaking, Acting (offered in a foreign language)	E	3,00		3,00			UC-4, UC-5
	Research tools		9,00			9,00		
1	Statistical Analysis (SPSS)	E	3,00			3,00		GPC-2, GPC-5, GPC-6
2	Data analysis and visualization using the R language	E	3,00			3,00		GPC-2, GPC-5, GPC-6
3	Fundamentals of Marketing Analytics	E	3,00			3,00		GPC-2, GPC-5, GPC-6, UC-1
4	Databases	E	3,00			3,00		GPC-2, GPC-5, GPC-6
	Interaction with the market		12,00			12,00		
1	Marketing Communications	E	4,00			4,00		PC-3, UC-5
2	Design in advertising	E	4,00			4,00		PC-3, UC-5
3	Basics of media planning	E	4,00			4,00		PC-1, PC-2, PC-4, PC-5, PC-6
4	SMM, mobile marketing and analytics	E	4,00			4,00		PC-1, PC-10, PC-11
	Strategic marketing tools		16,00				16,00	
1	Formation of analytical products. Data Driven Approach	E	4,00				4,00	GPC-2, GPC-5, GPC-6, UC-1
2	Consumer segmentation and behavioral marketing	E	4,00				4,00	GPC-2, PC-6, PC-7
3	Strategic Marketing	E	4,00				4,00	GPC-3, GPC-4, UC-1
4	Digital Product Management	E	4,00				4,00	GPC-4, GPC-6, UC-9
5	Finance for Marketers	E	4,00				4,00	GPC-2, GPC-3
	Basic Digital Marketing Tools		16,00				16,00	
1	Psychology of Advertising	E	4,00				4,00	PC-5, UC-5
2	Multi-touch attribution	E	4,00				4,00	GPC-2, GPC-5, GPC-6
3	Local Intelligence	E	4,00				4,00	PC-10, PC-11, PC-8, PC-9

4	AI-маркетинг	E	4,00				4,00	PC-10, PC-11, PC-7, PC-9
5	Customer data ethics	E	4,00				4,00	GPC-2, PC-10, PC-11
	Internship		30,00	4,00	8,00	9,00	9,00	
	Professional Internship		6,00		2,00		4,00	
1	Educational Internship (Introductory Training)	C	2,00		2,00			UC-2, UC-3, UC-6
2	Graduation Internship	C	4,00				4,00	PC-2, UC-2, UC-6
	Project Internship		22,00	4,00	4,00	9,00	5,00	
1	Competitor Analysis Project	C	4,00	4,00				PC-10, PC-11, PC-8, PC-9
2	The project "Research in advertising"	C	4,00		4,00			PC-10, PC-11, PC-4, PC-7
3	Data Analysis Project	C	5,00			5,00		GPC-2, PC-11, PC-8
4	Курсовая работа 2	C	4,00			4,00		UC-2
5	Preparation of Graduation Thesis	C	5,00				5,00	GPC-2, GPC-3, GPC-4, PC-10, PC-11, UC-1, UC-2
	Research Internship		2,00		2,00			
1	Курсовая работа 1	C	2,00		2,00			UC-2
	General Courses		14,00	6,00	5,00	3,00		
	Core General Courses		2,00	1,00	1,00			
1	Safe Living Basics	C	1,00	1,00				UC-11
2	Physical Training	C	1,00		1,00			UC-7
	Optional General Courses		12,00	5,00	4,00	3,00		
1	Legal Literacy	C	3,00			3,00		GPC-1, UC-1, UC-10, UC-2
2	Foundations of Russian Statehood	C	2,00	2,00				UC-5
3	Philosophy	C	3,00	3,00				UC-3, UC-5
4	Russian History	C	4,00		4,00			UC-1
	Minor		20,00		10,00	10,00		
1	Minor	E	20,00		10,00	10,00		UC-1, UC-2
	English		1,00				1,00	
	Examinations		1,00				1,00	
1	English Language Integrative Exam	C						UC-4
2	Independent English Exam (offered in a foreign language)	C						UC-4
3	Project Proposal	C	1,00				1,00	UC-4
	Optional Courses							
1	English (offered in a foreign language)	O	14,00	8,00	6,00			UC-4
2	Academic English Writing (offered in a foreign language)	O	2,00				2,00	UC-4
	Data Culture		4,00	3,00		1,00		
1	Data Science, AI and Generative Models Independent Test. Intermediate	C	1,00			1,00		GPC-2, GPC-5
2	Digital Literacy	C	3,00	3,00				GPC-5, GPC-6
3	Independent Digital Literacy Test	C						GPC-5, GPC-6
4	External Examinations on Digital Skills. Entry-level	C						GPC-5, GPC-6
5	External Examinations on Digital Skills. Intermediate Level	C						GPC-5, GPC-6

6	Independent Programming Test. Intermediate	C					GPC-5, GPC-6
7	External Examinations on Digital Skills. Final Level	C					GPC-5, 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-2, GPC-4, PC-10, PC-11, UC-4

Curriculum agreed:

Academic Supervisor LOSCHILOVA L.B. 03.05.2023

Dean FOMENKOV D.A. 04.05.2023

Deputy Director FOMENKOV D.A. 04.05.2023

Head of Centre for
Educational Model Design LEPESHKIN I.A. 18.05.2023

* Subject type:

Compulsory course C

Elective course E

Optional course O