



National Research University Higher School of Economics (HSE)

Curriculum  
Field of study 38.04.02 Management  
Educational Programme "Marketing Management"  
Trajectories: "Marketing Director"  
Implementing unit: Graduate School of Business, HSE -  
Moscow

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

Length of Programme: 2 years  
Years of Study: 2024/2025 - 2025/2026  
Mode of Study: Full Time  
Degree: Master's degree / MBA

1 st, 2024/2025 academic year

| Block Code                                  | Course   | Subject type | Department                          | Credits      | Total Academic Hours | Contact Hours | Allocation of Contact Hours |           |            |           | Additional Information |
|---|--|--------------|-------------------------------------|--------------|----------------------|---------------|-----------------------------|-----------|------------|-----------|------------------------|
|   |  |              |                                     |              |                      |               | 1                           | 2         | 3          | 4         |                        |
| <b>Degree Programme</b>                     |  |              |                                     | <b>60,00</b> | <b>2 280</b>         | <b>302</b>    | <b>88</b>                   | <b>78</b> | <b>104</b> | <b>32</b> |                        |
| <b>Marketing Director (Applied track)</b>   |  |              |                                     | <b>60,00</b> | <b>2 280</b>         | <b>302</b>    | <b>88</b>                   | <b>78</b> | <b>104</b> | <b>32</b> |                        |
| <b>Major</b>                                |  |              |                                     | <b>42,00</b> | <b>1 596</b>         | <b>244</b>    | <b>80</b>                   | <b>64</b> | <b>88</b>  | <b>12</b> |                        |
| <b>Elective Courses</b>                     |  |              |                                     | <b>9,00</b>  | <b>342</b>           | <b>40</b>     |                             |           | <b>28</b>  | <b>12</b> |                        |
| <b>Block 1. Marketing-Management</b>        |  |              |                                     | <b>6,00</b>  | <b>228</b>           | <b>24</b>     |                             |           | <b>12</b>  | <b>12</b> |                        |
| 1   | Brand Management in Digital Economy                              | E            | департамент маркетинга              | 6,00         | 228                  | 24            |                             |           | 12         | 12A       | Online Course          |
| 2   | New Product Development  | E            | департамент маркетинга              | 6,00         | 228                  | 48            |                             |           | 24         | 24A       |                        |
| <b>Block 2. Special Issues of Marketing</b> |  |              |                                     | <b>3,00</b>  | <b>114</b>           | <b>16</b>     |                             |           | <b>16</b>  |           |                        |
| 1   | B2B Marketing  | E            | департамент маркетинга              | 3,00         | 114                  | 24            |                             |           | 24A        |           |                        |
| 2   | Omnichannel Customer Experience Management                       | E            | департамент маркетинга              | 3,00         | 114                  | 16            |                             |           | 16A        |           | Online Course          |
| <b>Compulsory Courses</b>                   |  |              |                                     | <b>33,00</b> | <b>1 254</b>         | <b>204</b>    | <b>80</b>                   | <b>64</b> | <b>60</b>  |           |                        |
| 1   | Business Analytics & AI as a Tool for Effective Management       | C            | департамент бизнес-информатики      | 3,00         | 114                  | 24            |                             |           | 24A        |           |                        |
| 2   | Introduction to Marketing Management                             | C            | департамент маркетинга              | 3,00         | 114                  | 24            | 24A                         |           |            |           |                        |
| 3   | Leadership in the Modern Organisation                            | C            | департамент маркетинга              | 3,00         | 114                  | 24            |                             |           | 24A        |           |                        |
| 4   | Marketing Research   | C            | департамент маркетинга              | 6,00         | 228                  | 36            | 20                          | 16A       |            |           | Online Course          |
| 5   | Marketing Analysis and Marketing Performance Management          | C            | департамент маркетинга              | 6,00         | 228                  | 24            |                             | 12        | 12A        |           | Online Course          |
| 6   | Consumer Behaviour   | C            | департамент маркетинга              | 6,00         | 228                  | 24            | 12                          | 12A       |            |           | Online Course          |
| 7   | Financial Management: Financial Analysis and New Business Models | C            | департамент финансового менеджмента | 6,00         | 228                  | 48            | 24                          | 24A       |            |           |                        |
| <b>Key Seminars</b>                         |  |              |                                     | <b>6,00</b>  | <b>228</b>           | <b>48</b>     | <b>8</b>                    | <b>12</b> | <b>12</b>  | <b>16</b> |                        |

|                           |  |   |                        |             |            |           |   |          |          |          |  |
|---------------------------|--|---|------------------------|-------------|------------|-----------|---|----------|----------|----------|--|
| 1                         | Project Seminar "Entrepreneurship Marketing" | C | департамент маркетинга | 3,00        | 114        | 24        |   | 8        | 8        | 8A       |  |
| 2                         | Mentor's Seminar                             | C | департамент маркетинга | 3,00        | 114        | 24        | 8 | 4        | 4        | 8A       |  |
| <b>Magolego</b>           |  |   |                        | <b>6,00</b> | <b>228</b> |           |   |          |          |          |  |
| 1                         | All-university Pool MAGOLEGO Courses         | E |                        | 6,00        | 228        |           |   |          |          |          |  |
| <b>Internship</b>         |  |   |                        | <b>6,00</b> | <b>228</b> | <b>10</b> |   | <b>2</b> | <b>4</b> | <b>4</b> |  |
| <b>Project Internship</b> |  |   |                        | <b>6,00</b> | <b>228</b> | <b>10</b> |   | <b>2</b> | <b>4</b> | <b>4</b> |  |
| 1                         | Consulting project                           | C |                        | 6,00        | 228        | 10        |   | 2        | 4        | 4A       |  |

**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