



National Research University Higher School of Economics (HSE)

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
1 st, 2024/2025 academic year

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

Block Code	Course	Subject type	Department	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours				Additional Information
							1	2	3	4	
Degree Programme				60,00	2 280	586	92	120	172	134	
Artificial intelligence for marketing and product management (Applied track)				60,00	2 280	518	92	120	172	134	
Major				39,00	1 482	476	84	112	160	120	
1	Introduction to Python for Data Science	C	Department of Big Data and Information Retrieval	3,00	114	28		28A			
2	Unit-economics IT product	C	Joint Department with Yandex	3,00	114	40			40A		
3	Marketing automation	C	Joint Department with Yandex	3,00	114	28		28A			
4	Marketing in a digital environment	C	Joint Department with Yandex	3,00	114	28	28A				
5	Marketing Analysis and Research	C	Joint Department with Yandex	3,00	114	28	28A				
6	Mathematics for Data Analysis	C	Department of Big Data and Information Retrieval	9,00	342	124	28A	56	40A		
7	Machine Learning	C	Department of Big Data and Information Retrieval	6,00	228	80			40	40A	
8	Introduction to Deep Learning	C	Department of Big Data and Information Retrieval	3,00	114	40				40A	
9	Product Management and Product Marketing Management	C	Joint Department with Yandex	6,00	228	80			40	40A	
Key Seminars				9,00	342	40	8	8	12	12	
1	Mentor's Seminar	C	Joint Department with Yandex	9,00	342	40	8	8A	12	12A	
Magolego				6,00	228						
1	All-university Pool MAGOLEGO Courses	E		6,00	228						
Internship				6,00	228	2				2	
Project Internship				6,00	228	2				2	
1	-	C		6,00	228	2				2A	

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