



National Research University Higher School of Economics (HSE)

Curriculum

Field of study 38.04.02 Management

Educational Programme "Marketing: Digital Technology and Marketing Communications"

Trajectories: "Marketing Communication and Branding",  
"Marketing strategies and Product management"

Implementing unit: Graduate School of Business, HSE -  
Moscow

1 st, 2024/2025 academic year

APPROVED

06.06.2024

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	
	<b>Degree Programme</b>			<b>60,00</b>	<b>2 280</b>	<b>434</b>	<b>124</b>	<b>84</b>	<b>112</b>	<b>114</b>	
	<b>Marketing Communication and Branding (Applied track)</b>			<b>60,00</b>	<b>2 280</b>	<b>434</b>			<b>88</b>	<b>90</b>	
	<b>Major</b>			<b>42,00</b>	<b>1 596</b>	<b>336</b>			<b>48</b>	<b>48</b>	
	<b>Compulsory Courses</b>			<b>12,00</b>	<b>456</b>	<b>96</b>			<b>48</b>	<b>48</b>	
1	Integrated Brand Communications: Management, Performance Assessment	C	департамент маркетинга	6,00	228	48			24	24A	
2	International Marketing	C	департамент маркетинга	3,00	114	24				24A	Foreign language
3	Behavioral Models in the Consumer and Media Environment	C	департамент маркетинга	3,00	114	24			24A		
	<b>Key Seminars</b>			<b>12,00</b>	<b>456</b>	<b>96</b>			<b>40</b>	<b>40</b>	
	<b>Research Seminars</b>			<b>7,00</b>	<b>266</b>	<b>56</b>			<b>28</b>	<b>28</b>	
1	Research Seminar "Media Advertising Business in the Conditions of Digitalization"	C	департамент маркетинга	6,00	228	48			24	24A	
2	Mentor's Seminar "Topical Issues of Marketing Communications"	C	департамент маркетинга	1,00	38	8			4	4A	
	<b>Project Seminar</b>			<b>3,00</b>	<b>114</b>	<b>24</b>			<b>12</b>	<b>12</b>	
1	Project Seminar "Sustainable Development Practices"	C	департамент маркетинга	3,00	114	24			12	12A	
	<b>Magolego</b>			<b>3,00</b>	<b>114</b>						
1	All-university Pool MAGOLEGO Courses	E		3,00	114						
	<b>Internship</b>			<b>3,00</b>	<b>114</b>	<b>2</b>				<b>2</b>	

	<b>Project Internship</b>			<b>3,00</b>	<b>114</b>	<b>2</b>			<b>2</b>	
1	Course project	C		3,00	114	2			2A	
	<b>Marketing strategies and Product management (Applied track)</b>			<b>60,00</b>	<b>2 280</b>	<b>434</b>		<b>88</b>	<b>90</b>	
	<b>Major</b>			<b>42,00</b>	<b>1 596</b>	<b>336</b>		<b>48</b>	<b>48</b>	
	<b>Compulsory Courses</b>			<b>12,00</b>	<b>456</b>	<b>96</b>		<b>48</b>	<b>48</b>	
1	International Marketing	C	департамент маркетинга	3,00	114	24			24A	Foreign language
2	Modern Technologies in Marketing	C	департамент маркетинга	6,00	228	48		24	24A	
3	Sales Channel Management and Category Management	C	департамент маркетинга	3,00	114	24		24A		
	<b>Key Seminars</b>			<b>12,00</b>	<b>456</b>	<b>96</b>		<b>40</b>	<b>40</b>	
	<b>Research seminar</b>			<b>7,00</b>	<b>266</b>	<b>56</b>		<b>28</b>	<b>28</b>	
1	Research Seminar "Industry Specifics of Marketing Activities"	C	департамент маркетинга	6,00	228	48		24	24A	
2	Mentor's Seminar "Topical Issues of Strategic Marketing"	C	департамент маркетинга	1,00	38	8		4	4A	
	<b>Project Seminar</b>			<b>3,00</b>	<b>114</b>	<b>24</b>		<b>12</b>	<b>12</b>	
1	Project Seminar "Sustainable Development Practices"	C	департамент маркетинга	3,00	114	24		12	12A	
	<b>Magolego</b>			<b>3,00</b>	<b>114</b>					
1	All-university Pool MAGOLEGO Courses	E		3,00	114					
	<b>Internship</b>			<b>3,00</b>	<b>114</b>	<b>2</b>			<b>2</b>	
	<b>Project Internship</b>			<b>3,00</b>	<b>114</b>	<b>2</b>			<b>2</b>	
1	Course project	C		3,00	114	2			2A	
	<b>General Components</b>			<b>32,00</b>	<b>1 216</b>	<b>256</b>	<b>124</b>	<b>84</b>	<b>24</b>	<b>24</b>
	<b>Major</b>			<b>30,00</b>	<b>1 140</b>	<b>240</b>	<b>120</b>	<b>72</b>	<b>24</b>	<b>24</b>
	<b>Basic Components</b>			<b>15,00</b>	<b>570</b>	<b>120</b>	<b>72</b>	<b>48</b>		
1	Marketing Strategies	C	департамент маркетинга	6,00	228	48	24	24A		Online Course
2	ResearchMethodology in Marketing	C	департамент маркетинга	3,00	114	24	24A			
3	Financial Management: Financial Analysis and New Business Models	C	департамент финансового менеджмента	6,00	228	48	24	24A		
	<b>Compulsory Courses</b>			<b>15,00</b>	<b>570</b>	<b>120</b>	<b>48</b>	<b>24</b>	<b>24</b>	<b>24</b>
1	Digital Marketing and E-commerce	C	департамент маркетинга	6,00	228	48		24	24A	
2	Critical Thinking and Problem Solving	C	департамент организационного поведения и управления человеческими ресурсами	3,00	114	24	24A			
3	Brand Strategies and Brand Management	C	департамент маркетинга	6,00	228	48	24	24A		
	<b>Key Seminars</b>			<b>2,00</b>	<b>76</b>	<b>16</b>	<b>4</b>	<b>12</b>		
	<b>Project Seminars</b>			<b>2,00</b>	<b>76</b>	<b>16</b>	<b>4</b>	<b>12</b>		
1	Mentor's Seminar	C	департамент маркетинга	2,00	76	16	4	12A		

Curriculum agreed:

Academic Supervisor	VETROVA T.V.	16.05.2024
Dean	GABRIELOV A.O.	17.05.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	04.06.2024

\* Subject type:

Compulsory course

C

Elective course

E