



National Research University Higher School of Economics (HSE)

Curriculum
Field of study 38.03.02 Management
Educational Programme "Marketing and Market Analytics"
Implementing unit: Graduate School of Business, HSE -
Moscow
4 th, 2024/2025 academic year

APPROVED
10.06.2024
Vice Rector
ROSHCHIN S.Y.
Signed with EDS

Length of Programme: 4 years
Years of Study: 2021/2022 - 2024/2025
Mode of Study: Full Time
Degree: Bachelor's degree

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	420	90	76	190	4	
	Major			44,00	1 672	410	90	76	184		
	Core Professional Block (Major)			10,00	380	100			100		
	Subject Areas			10,00	380	100			100		
	Marketing			3,00	114	30			30		
1	Marketing Strategy	C	департамент маркетинга	3,00	114	30			30A		Foreign language
	Social Skills of a Manager/Leadership and Team-building			3,00	114	30			30		
1	Leadership	C	департамент организационного поведения и управления человеческими ресурсами	3,00	114	30			30A		
	Process and Project Management, Logistics and Supply Chain Management			4,00	152	40			40		
1	AI and Business Analytics Technologies	C	департамент бизнес-информатики	4,00	152	40			40A		
	Elective Professional Block (Major)			34,00	1 292	310	90	76	84		
	Дополнение профессионального модуля			34,00	1 292	310	90	76	84		
	Elective Courses			9,00	342	60					
	Electives Pool 2			3,00	114						
1	An Introduction to Consumer Neuroscience & Neuromarketing	E	департамент маркетинга	3,00	114	30		30A			
2	Marketing in the Fashion Industry	E	департамент маркетинга	3,00	114	30		30A			Foreign language
	Electives Pool 3			6,00	228	60					
1	B2B Marketing	E	департамент маркетинга	3,00	114	30		30A			
2	Introduction to Territory Branding	E	департамент маркетинга	3,00	114	30		30A			Foreign language

3	Omnichannel Retail	E	департамент маркетинга	3,00	114	30		30A		
Core Courses				25,00	950	250	90	76	84	
1	Marketing in Ecom Channels	C	департамент маркетинга	3,00	114	30			30A	
2	Marketing Metrics	C	департамент маркетинга	4,00	152	40	40A			
3	Media Planning	C	департамент маркетинга	3,00	114	30	30A			
4	International Marketing	C	департамент маркетинга	4,00	152	40	20	20A		Foreign language
5	Research Seminar on Thesis Preparation	C	департамент маркетинга	4,00	152	40		16	24A	
6	Tactical Tools of Marketing	C	департамент маркетинга	3,00	114	30			30A	Foreign language
7	Pricing	C	департамент маркетинга	4,00	152	40		40A		
English				1,00	38	2			2	
Optional Courses										
1	Academic Writing in English	O		2,00	76	48		28	20A	Foreign language, Credits only to the cumulative rating
Examinations				1,00	38	2			2	
1	Project Proposal	C	департамент маркетинга	1,00	38	2			2A	Foreign language
Final State Certification (FSC)				2,00	76	2				2
Thesis Work				2,00	76	2				2
1	Presenting of Graduation Thesis	C		2,00	76	2				2A
Internship				13,00	494	6			4	2
Research Internship				11,00	418	4			2	2
1	Preparation of Graduation Thesis	C		9,00	342	2				2
2	Graduation Internship	C		2,00	76	2			2A	
Project Internship				2,00	76	2			2	
1	Инициативные проекты студентов в области CSR	E		2,00	76	2			2A	

Curriculum agreed:

Academic Supervisor	MURAVSKIY D.V.	23.05.2024
Dean	GABRIELOV A.O.	24.05.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	04.06.2024

* Subject type:

Compulsory course

C

Elective course

E

Optional course

O