



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
 2 nd, 2024/2025 academic year

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

Length of Programme: 2 years
 Years of Study: 2023/2024 - 2024/2025
 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				63,00	2 394	258	108	96	43	11	
Marketing Director (Applied track)				63,00	2 394	258	108	96	43	11	
Major				24,00	912	176	88	72	16		
Elective Courses				6,00	228	32	16		16		
Block 3. Pricing and Product Strategies				3,00	114	16	16				
1	Assortment Planning and Category Management	E	департамент маркетинга	3,00	114	16	16A				Online Course
2	Pricing Management	E	департамент маркетинга	3,00	114	24		24A			
Block 4. Modern marketing technologies				3,00	114	16			16		
1	International Marketing Strategies	E	департамент маркетинга	3,00	114	16			16A		Online Course, Foreign language
2	Relationship Marketing and Customer Analytics	E	департамент маркетинга	3,00	114	24			24A		
Compulsory Courses				18,00	684	144	72	72			
1	Marketing Management and Company Strategy. Advanced	C	департамент маркетинга	6,00	228	48	24	24A			
2	Marketing Team Management	C	департамент маркетинга	3,00	114	24		24A			
3	Sustainable Business Management	C	департамент стратегического и международного менеджмента	3,00	114	24	24A				Foreign language
4	Digital Marketing	C	департамент маркетинга	6,00	228	48	24	24A			
Final State Certification (FSC)				3,00	114	2				2	
1	Final Qualification Paper	C		3,00	114	2				2A	
Key Seminars				9,00	342	72	16	24	24	8	

1	Research Seminar "Modern Marketing: Trends, Technologies, Research"	C	департамент маркетинга	3,00	114	24	8	8	8A		
2	Project Seminar "Marketing Plan"	C	департамент маркетинга	3,00	114	24		12	12A		
3	Mentor's Seminar	C	департамент маркетинга	3,00	114	24	8	4	4	8A	
Magolego				3,00	114						
1	All-university Pool MAGOLEGO Courses	E		3,00	114						
Internship				24,00	912	8	4		3	1	
Project Internship				18,00	684	6	4		1	1	
1	Preparation of the Final Qualifying Work	C		15,00	570	2			1	1	
2	Projects "Green Marketing and ESG Practices"	C		3,00	114	4	4A				
Professional Internship				6,00	228	2			2		
1	Work Experience Internship	C		6,00	228	2			2A		

Curriculum agreed:

Academic Supervisor	PANTELEEVA E.K.	17.05.2024
Dean	GABRIELOV A.O.	17.05.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	21.05.2024

* Subject type:

Compulsory course

C

Elective course

E