



# MARKETING AND MARKET ANALYTICS

No.1 Marketing Bachelor's  
Programme in Russia\*

\*On the quality of enrollment in 2020-2021.

Ask a  
question

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[https://www.hse.ru/en/ba/  
marketing/](https://www.hse.ru/en/ba/marketing/)



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com/hse\\_marketing\\_an  
alytics/](https://www.instagram.com/hse_marketing_analytics/)



GSB HSE  
is the  
leader ratings  
universities

**#1**

in Russia in Business  
and Management  
(2021)



**#1**

in Russia in Business  
Administration and  
Management (2021)



**#1**

in the rating "100 Best  
Universities of Russia"  
(2021)

**Forbes**

**#1**

in Russia for  
Business and the  
Economy (2020/21)



for details



## «Marketing and market analytics»

– is the leading marketing programme of the Higher School of Economics (HSE), known for its popularity among applicants and high demand for graduates on the labor market. The programme enrolls about 500 students at a time, and a team of 100+ professors from around the world, a significant number of whom are leading business practitioners, teaches courses.

Launched in 2014 as a marketing concentration in the Management programme, Marketing and Market Analytics gained independence in 2017 due to its success, becoming part of a set of undergraduate programmes in the 38.03.02 Management specialty at HSE. To date, the programme has over 300 graduates who successfully work in a wide variety of marketing, analytics, and management fields.

**4**

years  
of study

**100%**

full-time  
education

**>30%**

disciplines are  
taught in  
English

**>50%**

project  
training

**≈25%**

online and  
blended learning

The programme is implemented in a full-time format and lasts 4 years. Students participate in seminar groups of 30, which, with an enrollment of 5-6 groups per year, allows for an individualized approach in communication with faculty members, the training office, and programme management. Starting from the second year, part of the courses are taught in English, totaling more than 30% of the curriculum. Approximately a quarter of the courses in the programme are taught remotely. The main feature of the programme is the project-based learning format, which ensures that students are highly prepared when they enter the labor market.

### The aim of the programme –

is to teach students the competencies and skills necessary for a successful career in management, marketing and analytical functions of multi-national companies in Russia and abroad, to start an entrepreneurial career or to continue their education in the master's degree programme.





## HSE Graduate School of Business

was created in 2020 by reorganizing the 11 business-education departments of HSE with the goal of developing the University to a world-class Russian business school.



## Our mission

is to advance management thinking and technologies to develop creative and responsible leaders that will impact the world.

Valery Katkalo  
Dean of GSB HSE  
First Vice Rector of HSE



## Today the GSB

has more than 9 000 students and trainees. Our graduates work as heads of federal and regional authorities, top and middle managers of leading Russian and global companies.



## Where are we located?

GSB HSE campus is located in the very center of Moscow, 3 kilometers from the Kremlin, a 10-minute walk from Gorky Park and only 280 meters from Shabolovskaya metro station at 26-28, Shabolovka Street, Moscow.

Campus



70+

classrooms  
equipped with  
state-of-the-art  
technology

450m<sup>2</sup>

– area of the GSB  
library, open 78  
hours a week

6

related buildings  
with co-working  
spaces

## Non scholae, sed vitae discimus

"We do not learn for school, but for life" is the motto of the Higher School of Economics! Our students are well aware that any knowledge obtained in classrooms is valuable only when it is put into practice. Projects, conferences, researches, amazing discoveries and successful start-ups - HSE's students can do it all!



One of the most demanded professions of the future

**hh.ru**  
HeadHunter

Marketers are in the top 10 most demanded professions in Moscow in 2020/21

**hh.ru**  
HeadHunter

The average salary of marketers is higher than the average salaries on the labor market in Russia

**MarketingWeek**

In the crisis of 2021, the demand for market analysts has increased significantly in the world

«Marketing is here»  
Video



## Who is a marketing analyst?

As brands become increasingly data-driven in their decision-making processes, the skill set required of marketers has also evolved. Today's marketing professional is a marketer-analyst who must know how to gather the information necessary to make informed decisions related to customer retention and the search for competitive advantage, as well as be able to manage a team to successfully implement them







**Top-2**  
undergraduate  
programmes in the  
number of  
entrepreneurs among  
students

**17%**  
of GSB bachelors were  
offered a mid-level  
management position  
right after graduation

## Where do our graduates work?

The great majority of graduates work for large companies in the following sectors: consulting, IT/telecommunications, banking and services, B2C, and FMCG. Many students receive a job offer or start their own business during the final years of the programme.





## 4 reasons to choose the program

### 1 \_ PRACTICAL EDUCATION



Knowledge relevance is achieved by practical orientation through the involvement of business leaders in the implementation of the program, as well as the project format of training: every six months students work on applied projects for companies, which results are then implemented into the business practice.

### 2 \_ THE BEST OF TWO WORLDS



Our graduates are not only capable marketing managers, but also IT professionals. The program provides a range of applied tools for data processing, programming, analysis, and presentation, providing a set of in-demand competencies for professionals in the job market.

### 3 \_ INTERNATIONAL COMPETENCIES



Competencies for working in international companies are provided through bilingual study, immersion in a cross-cultural environment, international business disciplines, and the opportunity to intern with numerous foreign partner universities.

### 4 \_ STUDENT COMMUNITY



From the first day, students enter an environment of like-minded people interested in marketing and analytics. They immerse themselves as quickly as possible in university life and integrate into it through the system of mentors, the support of seniors, and a rich program of extracurricular activities.

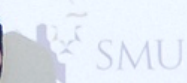
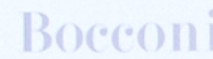
9 000  
студентов и  
слушателей

300+  
Преподавателей

18

7  
научных и  
проектных  
лабораторий

25 000+  
выпускников



ВЫСШАЯ  
ШКОЛА  
БИЗНЕСА ВШЭ

HSE GRADUATE  
SCHOOL  
OF BUSINESS

GSB.HSE.RU

Despite my experience in a variety of marketing fields from pop band online promotion and trade show management to consulting and digital marketing management, nothing has sparked more interest than analytics. The ability to look at data and gain inspiration from it for creative solutions to business problems feels like magic.

Daniil Muravskii, PhD  
Head of the MMA program





Career  
management  
all year long

**GSB Career Center** provides free group and individual consultations for students and alumni

**1000+**

job offers for students in the closed job database of the GSB Career Center

**GSB Mentorship Programme** –

volunteer programme for alumni interaction and transfer of experience to our students

## 1. Applied Learning

Corporate partners are an important element of the business school ecosystem. The GSB has over 300 partners in total, with around 120 of them representing companies from the Expert 200 and Fortune 500 ratings. The GSB Career Center coordinates interactions between students and companies.

**1  
year**

The programme begins with a career orientation seminar, a series of workshops conducted by corporate partners to raise awareness of the management basics and its various areas. As part of the seminar, students are centrally tested to determine their predisposition to different management styles. At the end of the year students defend a group coursework project on SWOT analysis commissioned by one of the GSB partner companies.

Students are introduced to marketing practices through a series of master classes in the "Marketing" course. "Digital Marketing" is taught by the head of "Pride Marketing", an international consulting agency, and includes participation in a closed case study championship from Yandex. In a team-building project workshop, students work with mentors to develop their own style of teamwork. At the end of the year, students defend a group consulting project in the format of a marketing plan for one of the school's business partners.

**2  
year**

**3  
year**

"Marketing Research" is taught in conjunction with the client service head of the "Kantar" agency. At the end of the course, students defend a term assignment in the format of a consulting project that focuses on a current strategic or operational problem affecting businesses, and they also complete a required marketing or analytics internship.

In the final year, the discipline "Tactical Marketing Tools" is taught by a specialist from McKinsey & Company's New York office, and the "Strategic Management" discipline includes a project for KPMG. The programme ends with a pre-degree internship in the company, which is associated with the writing of the graduate paper. By the end of the programme students have to complete practical projects of their choice, including a project in the field of social responsibility.

**4  
year**



## Faculty

The faculty is the main asset of the programme, which includes both staff and invited experts in marketing and analytics, as well as guest speakers from leading companies in Russia and abroad.



**Igor V. Lipsits**  
Tenured Professor,  
Top 10 best lecturers  
in Russia\*



**Vera A. Rebiazina**  
Associate Professor,  
Honored author of Q1  
journal publications



**Kirill L. Rozhkov**  
Professor, Top expert in  
Destination Marketing  
and Branding



**Zeljko Tekic**  
International expert in  
Business Informatics



**Ekaterina Migol**  
Head of CRM, Kantar JSC



**Mikhail Kazakov,**  
Founder and CEO,  
Pride-Marketing LLC

If you look wider - marketing is about understanding the audience and not only digitized, but also psychological knowledge. Imagination and creativity are very important as well, but they also depend on understanding psychology in order to penetrate straight into the heart, straight into the brain or straight into the wallet of the client.

Elena Brodskaya VP Disney LLC,  
Chairman of the Academic Board



## Academic Board

While the day-to-day programme management is provided by the director of the academic programme in collaboration with the academic office, the Academic Board of the programme is responsible for strategic decisions regarding the programme. The Academic Board is the collegial governing structure of the programme, making decisions on the content of the programme and the conditions for its implementation. The Board determines the content of the curricula, approves the programmes of academic disciplines and the list of coursework topics and graduate qualification works, agrees on the state final exams programmes, etc. The Board mainly consists of business representatives. That ensures the relevance of curricula, teaching methods and assessments to the global practice.

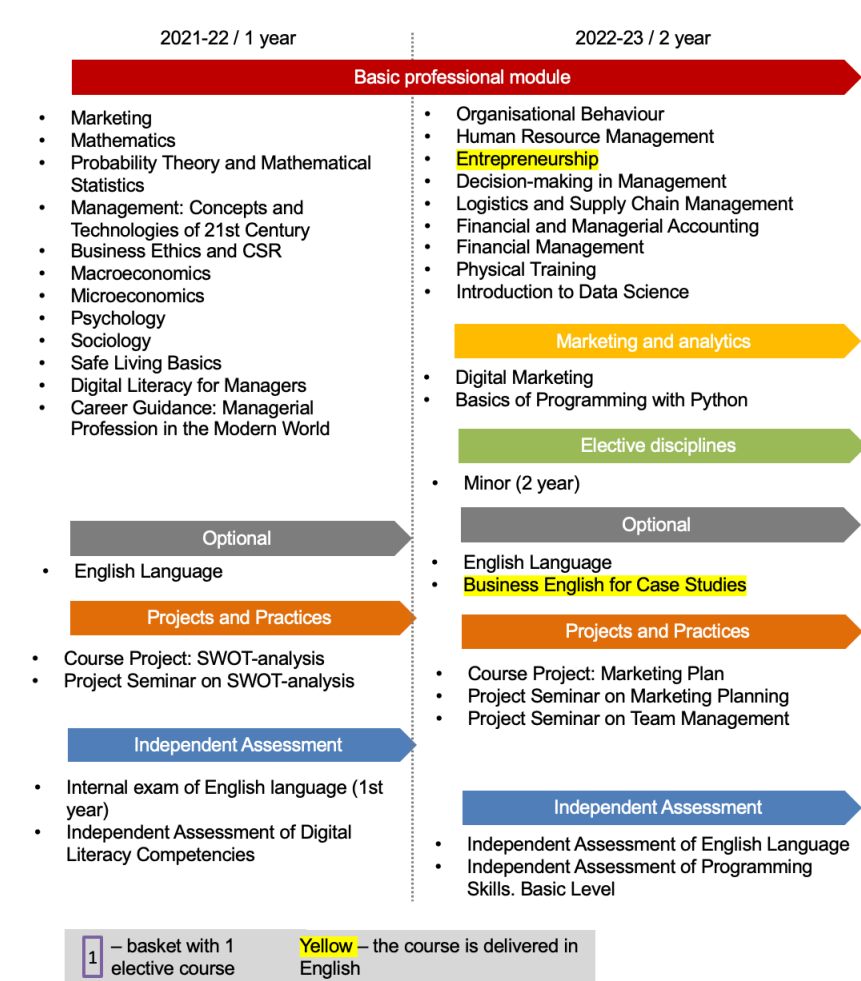
Academic Board of the "Marketing and Market Analytics" programme:

	Name	Position	Organization
1	Elena Brodskaya (Chairman)	Vice President, Studio and Integrated Marketing	Disney LLC
2	Natalia Belova	Member of the Management Board, Director of the Market Management Department	LLC IC «Rosgosstrah Zhizn»
3	Sergey Ivakin	Director of Strategic Marketing	Sber
4	Mikhail Kazakov	Founder and CEO	Pride-Marketing LLC
5	Alexander Krasnikov	Assistant Professor of Marketing	Quinlan School of Business Loyola University Chicago
6	Ekaterina Migol	Head of Customer Relations management	Kantar JSC
7	Daniil Muravskii	Academic Programme Manager	HSE GSB
8	Vera Rebyazina	Head of Marketing Department	HSE GSB
9	Leonid Savkov	Head of Strategic Partnerships and Business Development	Yandex LLC
10	Maria Smirnova	Head of the Strategic Marketing and Innovation Center	GSOM SPBU
11	Ekaterina Vabishevich	Brand Director	L'Oréal JSC

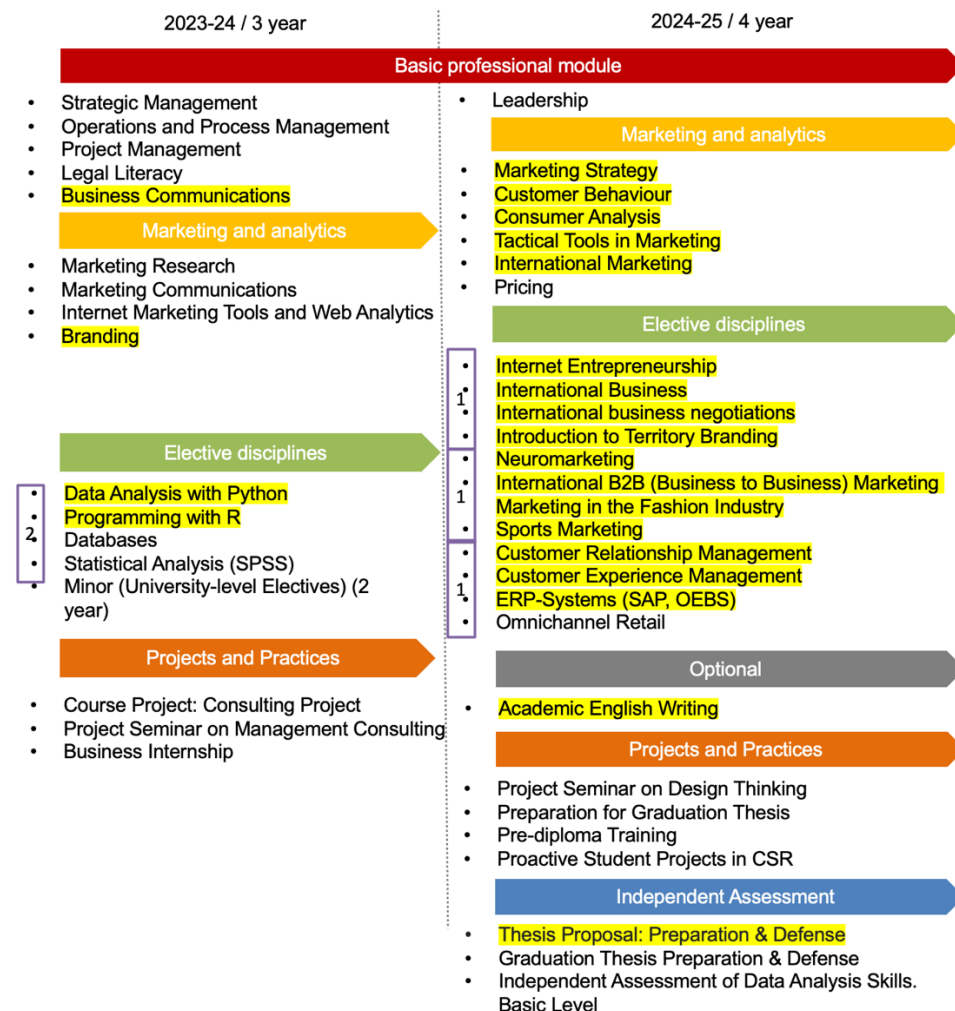


## 2. The best of both worlds \*

The first two years of the programme focus on building the basic managerial knowledge and skills. This provides a solid foundation for the in-depth study of the marketing industry and mastery of data analysis tools in the third and fourth years. Electives and Minors allow students to personalize their educational experience. A minor is a block of four courses that focus on a non-core area of study. For example, a future marketing major can gain additional knowledge in sociology by choosing to major in Sociology.



To prepare successfully for English tests at the end of freshman and senior year, students can enroll in English electives beginning in the first semester. In the second-year students begin taking courses taught in English, and in the fourth year most of their studies are in English. Students' digital competencies (digital literacy, programming, data analysis) are tested by independent exams throughout their studies. The programme ends with a successful defense of the final qualification work, which can be realized in academic, consulting or applied formats.





### 3. International competencies

HSE is one of the most international universities in Russia and cooperates with more than 400 universities around the world. Students can take part in academic mobility programmes with the world's leading business schools among the GSB partners, which number is constantly increasing. GSB launched a system of scholarships for international academic mobility in 2020. Depending on the field of study, students can apply for a scholarship of 120-170 thousand rubles. Scholarships are distributed on a competitive basis depending on academic performance and extracurricular activities.

Country	University
Austria	University of Applied Sciences bfi Vienna Vienna University of Economics and Business
Belgium	Universiteit Antwerpen
Canada	University Laval
Czech Republic	Prague University of Economics and Business
Estonia	Estonian Business School
France	EDHEC Business School IPAG Business School Université Paris-Est Créteil HEC Paris University of Gustave Eiffel
Germany	ESB Business School Reutlingen University Friedrich-Alexander Universität Erlangen-Nürnberg University of Würzburg
Hong Kong	City University of Hong-Kong
Italy	Bocconi University
Netherlands	Rotterdam University of Applied Sciences Tilburg University University of Groningen
Singapore	Singapore Management University
South Korea	Chung-Ang University
Spain	Universidad Autonoma de Madrid
Switzerland	University of Lausanne
Turkey	Koc University
United Kingdom	Lancaster University

GSB also offers students the opportunity to participate in virtual exchanges, seminars and summer or winter schools hosted by partner universities in Europe, Asia and America. Students also participate and win international competitions and business championships, such as L'Oreal Brandstorm, McKinsey Case Competition and CIMA.

#### Fast track to HEC Paris University graduate school

Having passed the selection at the end of the 3rd year, you can enter the Master in Management programme at HEC Paris and in 5 years instead of 6 you will gain the Bachelor's degree of HSE and the Master's degree of the world's leading universities - HEC Paris.



for details





«HSE —  
is about  
people»

«Here I found people with similar goals and attitudes, who strive to achieve a lot. I found not only like-minded people, but also close friends. HSE students and graduates are a special category of people, who are as interested in learning as in constant movement!»

**Ekaterina Lachkova,**  
Entrepreneur, Graduate 2021

«Due to my experience with projects I managed to get an offer from Nike for the Nike Box MSK Brand executive position during my first year of study. During my last year at GSB I became an entrepreneur and founded Art of Viz, an agency for visualizing business communications, together with my classmate.»

**Artur Gusev,**  
Founder of Art of Viz, Graduate 2021

## 4. Student Community

An annual survey of students shows that the main reason for entering the programme was an interest in marketing and analytics. This means that first-year students find themselves in an environment of like-minded people who share their interests from the first day.

A variety of extracurricular activities are available for students to develop their professional hobbies further. The most popular student clubs are HSE Business Club, HSE Investment Club, HSE Kiwi Club, HSE Case Club, HSE Case School, HSE iDeal Club, HSE Digital Professions School, Green HSE University, HSE Dance and HSE Tutor.

Students' personal development is achieved through various services provided at the university and HSE level, such as the Career Center, the International Office and the Office of Student Support:

- Mentoring programme organized by the Alumni Office.
- Support from the Student Services Manager.
- Guidance and support from Career Center managers.
- International mobility guidance and support from the International Office.
- Mentor assistance with academic and other problems.
- Webinars with a psychologist on self-help techniques for difficult life situations (e.g., procrastination, anxiety, study-related stress).
- Meetings about extracurricular opportunities for students (e.g., how to organize and implement a student initiative or activity).
- Centralized psychosocial support services at the university level.
- Counseling on social support options.

In order to develop employability skills, the programme encourages students to participate in various case studies and business competitions, including Sbermarket, The Plekhanov Case Spring 2020, Unilever Future Leaders League, CIMA, Changellenge, Roskachevo National Hackathon, Sberbank Case Battle, WSB International Case Competition and AMC Makeathon. Participation in cases and business competitions teaches students of teamwork, self-management and time management, communication and presentation skills, as well as introduces them to new industries and business models.



## How to enter the programme?

In order to enter the programme, you have to pass the USE\* above the minimum thresholds and along with the scores for individual achievements (up to +10 points) to achieve a "passing" score, which is determined on the basis of submitted applications for training (in 2020 - 278 points).

3 USE	Min. score
1. Math	60
2. Russian language	60
3. Foreign language	65

Admission  
rules



**25**  
budget places

**100**  
paid places

**25**  
paid places for  
foreigners

**550 000**  
tuition per year

up to  
**100%**  
discounts on  
tuition

## \*Special categories of applicants

- Some categories of applicants (applicants with disabilities, graduates of higher professional education institutions, foreign nationals, graduates of foreign schools) may take internal university examinations instead of the Unified State Exam (USE).
- Winners of the All-Russian Schoolchildren Competition and specialized competitions in economics, mathematics, business informatics, or other subjects can be admitted without competition (if they meet the minimum requirements for the USE results).
- Foreign applicants can either participate in the competition on the basis of the HSE online entrance exams in mathematics and Russian language, or as winners of the mathematics segment of the International Youth Olympics can be admitted with scholarships covering the cost of tuition.

Still have  
any  
questions?

