

# Marketing (Nizhny Novgorod)

National Research University – Higher School of Economics

Degree or qualification is awarded: **MSc in Management**

Language of study: **Russian, English**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **yes**

Price: **95 000 – 190 000 RUB per year**

Programme webpage at the university website: <http://nnov.hse.ru/en/ma/marketing/>

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Place of education:

- **National Research University – Higher School of Economics in Nizhny Novgorod**

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Programme aims to develop must-have competencies to achieve strategic and operational marketing objectives in contemporary business environment. The courses are chiefly practice-oriented and in the line with educational and marketing trends. The main working languages are English and Russian. Most courses are based on case studies, simulations, role-playing, discussions, and projects provided by partner companies. Quality of the program is evaluated on a regular basis using such metrics as satisfaction of students and employers, success of graduates.

## Specializations within this programme