

# Marketing and Market Analytics

National Research University – Higher School of Economics

Degree or qualification is awarded: **Bachelor's Degree in Management**

Language of study: **Russian, English**

Mode of study: **full-time**

Duration: **4 years**

Availability of free education: **no**

Price: **165 000 - 550 000 RUB/year**

Programme webpage at the university website: <https://www.hse.ru/en/ba/marketing/>

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The programme trains a new generation of highly qualified specialists in the field of marketing and market analytics. Marketing today is fundamentally different from what it was ten years ago. With the development of Internet technologies, social networks, mobile applications and new digital channels of communication with consumers have emerged. This Bachelor's programme focuses on enhancing students' analytical skills to enable them to make marketing decisions using statistical data and analytics. The curriculum addresses the challenges surrounding marketing decision-making and the role of marketing as part of a company's strategy, with a focus on marketing analytics and digital marketing. The programme meets the needs of specialists on both the Russian and international labour markets.

## **Specializations within this programme**