



MARKETING AND INTEGRATED COMMUNICATION

Programme type	Master's studies (university)
Field of study	Marketing
Study area	Business and Public Management
Qualification awarded	Master in Business Management
Length of programme	1.5 years (3 semesters) In case of double-degree studies – 2 years (4 semesters)
Scope of programme (ECTS)	90 ECTS In case of double-degree studies – 120 ECTS
Language of instruction	English
Location	Vilnius, Lithuania Naples, Italy (in case of a double degree)
Starting date	1 st of September, 2017
Tuition fee EU students	2600 EUR/per year
Tuition fee Non-EU students	3400 EUR/ per year

PROGRAMME DESCRIPTION

- *The objective*

Marketing and Integrated Communication programme is developing specialists up to the highest professional standards, in order to make them capable of analysing market situation, planning and implementing relevant strategies of marketing and communications. The programme offers a Double degree possibility for the best students with Naples Parthenope University, Italy; similar agreements with other universities are in the process of negotiations.

This programme proved to be among the most popular Master programmes among the international applicants. Students and graduates emphasize the opportunity to develop numerous international contacts and experiences, since classes attract numerous exchange students and typically include

representatives from about ten countries. Also, the students are very positive about possibilities to combine their studies with working experience and ERASMUS exchange visits.

- **Career opportunities**

A graduate is able to analyse market trends and parameters of consumer behaviour on the basis of relevant theoretical and practical information and with use of adequate methodologies. Acquired level of knowledge and skills allow to actively participate in development and implementation of marketing strategies.

Acquired skills and competences allow a graduate successfully work in marketing and communications departments of business companies and other organizations. A graduate can successfully work in marketing, advertising, public relations and communications agencies, in consulting firms and market research companies in numerous countries.

- **Access to further studies**

Vilnius University created opportunities for students interested in continuing their studies to proceed to doctoral studies, which are available in English language; the best of our graduates might be offered employment at the university.

KEY LEARNING OUTCOMES

- The graduates of the programme develop abilities:
 - to plan and perform research on the basis of theoretically sound methodology;
 - to collect and analyse secondary and primary data;
 - to interpret the findings in order to use them in marketing strategies;
 - to develop marketing strategies in accordance to the company objectives and market specifics.

COURSE INFORMATION

The programme has the following structure

Course Type	1 st Semester	2 nd Semester	3 rd Semester
Compulsory Courses	Corporate Communication Management (5 ECTS)	Strategic Marketing (5 ECTS)	Business Applications of Marketing Research (5 ECTS)
	Research Methods (5 ECTS)	Global Marketing Management (5 ECTS)	Statistical Data Analysis of survey using SPSS (5 ECTS)
	Strategic Brand Management (5 ECTS)	Integrated Marketing Communications (5 ECTS)	Digital Marketing Communication (5 ECTS)
	Master Paper Project I (10 ECTS)	Master paper Project II (10 ECTS)	Master Final Thesis (10 ECTS)
Elective Courses	Sales Management (5 ECTS)	Cross-Cultural Management (5 ECTS)	International E-Commerce and E-Marketing (5 ECTS)
	Management of Organisation Image (5 ECTS)	Methods of Qualitative Research (5 ECTS)	Marketing Specifics in Different Sectors (5 ECTS)

GRADUATION REQUIREMENTS

Public defence of the Final Thesis.

ADMISSION REQUIREMENTS AND SELECTION CRITERIA

- Bachelor's degree or its equivalent;
- No less than 30 ECTS credits in the fields of economics, management and business administration or other social sciences;
- English language proficiency – the level not lower than B2 (following the Common European Framework of Reference for Languages (CEFR));
- Experience in marketing is an additional advantage.

EXAMINATION AND ASSESSMENT REGULATIONS

The main form of evaluation is an examination; the final grade typically is cumulative, and consists of evaluations of assignments and the final written exam. Research papers and the final thesis are evaluated by the defence committee.

Academic contact	Admission contact
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