



Digital Marketing

Programme type	Master's Studies
Group of study fields	Business and Public Administration
Study field	Marketing
Degree	Master's Degree in Business Management
Duration	1.5 years (3 semesters)
Workload	90 ECTS
Language of instruction	English
Location	Vilnius, Lithuania
Starting date	1 st of September, 2020
Tuition fee EU students	4850 EUR/per year
Tuition fee Non-EU students	4850 EUR/per year

PROGRAMME DESCRIPTION

- *The objective*

In the age of technology when the world is overfulfilled with information, marketing is no longer just a struggle of goods, but also a struggle of stories and images. The aim of this study program is to educate marketing and communication professionals who are capable to create user-friendly business stories, and to be able to manage the image of companies and products, as well as quickly and effectively solve communication crises, and develop marketing and communication strategies.

- *Career opportunities*

Programme's aim is to prepare Digital Marketing professionals who can efficiently lead marketing projects in fast changing environment both in private and in public sectors.

It is the only study program of this kind in Lithuania. Here it is possible to deepen your knowledge in both traditional and digital marketing. After graduation you will be able to manage campaigns and communication in social networks, as well as to work on digital advertising, media and traditional marketing projects. The program is taught by professionals from Lithuania and abroad who share their unique professional experience with students.

- *Access to further studies*
 - Continuing education and professional courses related to update of knowledge and skills
 - PhD studies

KEY LEARNING OUTCOMES

- **Project management.** You will be able to make decisions and execute marketing activities both in the local and international market, as well as divide complex problems into specific tasks.
- **Strategy of digital marketing.** You will be able to choose the most appropriate marketing actions for your business in the digital space.
- **Analytical skills.** You will be able to analyze marketing data and understand consumer behavior in the digital space.
- **Working with communication.** You will be able to give critical evaluation of marketing communication and plan digital marketing actions.

COURSE INFORMATION

The programme has the following structure:

Course Type	1st Semester	2nd Semester	3rd Semester
Compulsory Courses	Marketing Management	Data Collection and Analysis Methods	Digital Marketing Strategies and Planning
	Digital Marketing Tools	E-Commerce	Master Thesis: Final Part
	Consumer Behaviour in Internet	Integrated Marketing Communication	
	Communication Channels in Marketing	Master Thesis: Theoretical Part	
Elective Courses	Strategic Brand Management	Mobile Marketing	Web and Social Media Analytics
	Innovation and Change Management	Pricing	Creative Message

GRADUATION REQUIREMENTS

The student is required to pass all exams and Master's thesis defense.

EXAMINATION AND ASSESSMENT REGULATIONS

The main form of assessment is an examination. Every course unit is concluded with either a written or written-oral examination or pass/fail assessment. Student's knowledge and general performance during the examination are assessed by using the grading scale from 1 (very poor) to 10 (excellent).

APPLICATION AND SELECTION REQUIREMENTS

- Bachelor's degree or its equivalent in Business and Administration of Economics or not less than 1 year working experience in a field related to the program.
- English language proficiency - the level not lower than B2 (following the Common European Framework of Reference for Languages (CEFR)).

Academic contact

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