



GLOBAL MARKETING

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| Programme type | Bachelor's studies (university) |
| Field of study | Marketing |
| Study area | Business and Public Management |
| Degree | Bachelor in Business Management |
| Duration | 3,5 years (7 semesters) |
| Workload | 210 |
| Language of instruction | English |
| Location | Vilnius, Lithuania |
| Starting date | 1 st of September |
| Tuition fee EU and Non-EU students | 1200 EUR/per semester |

PROGRAMME DESCRIPTION

The objective

The objective of the study programme is to train highly qualified marketing specialists who can work in the marketing departments of Lithuanian and foreign companies as product, market or communication specialists, consultants or even managers, capable independently analyze markets, make product planning, pricing, logistics and communication decisions, initiating and executing various marketing activities, creatively apply interdisciplinary university education in an international business environment and be able to raise their qualifications independently.

Career opportunities

Graduates' knowledge and skills will enable them to work and take different levels in commercial companies:

- In small and medium-sized enterprises, they will be able to work in marketing departments, as manager (product, market, export, sales or communications manager) and as senior professionals;

- Senior specialists and specialists in the field of marketing of multinational companies and large Lithuanian companies;
- Also work in a specific field in companies offering specific marketing services (research, advertising, public relations, sales promotion) and consultancy services.

Access to further studies

Graduates of Global Marketing programme can continue their education in one of the numerous Master programmes in the fields of management, business, marketing, accounting, economics.

KEY LEARNING OUTCOMES

Having completed Global Marketing study programme a graduate acquires professional competences crucial for carrying out complex work that requires not only personal responsibility but also specific knowledge in the following fields of marketing:

- Carrying out market research;
- Evaluating company's product assortment;
- Choosing pricing strategy;
- Segmenting market;
- Understanding the factors and processes that influence user behaviour;
- Knowing marketing communication tools and combining the tools according to the marketing objectives;
- Developing business, etc.

COURSE INFORMATION

The volume of the study programme is 210 credits. The study programme includes compulsory, optional and general university education courses. Professional Internship and Bachelor Final Thesis are worth 15 credits each.

The programme has the following structure*:

| Course Type | 1st Semester | 2nd Semester | 3rd Semester | 4th Semester |
|--|---|---|---|---|
| Compulsory Courses | Business Creation and Management (5 ECTS) | Global Business (5 ECTS) | International Marketing (5 ECTS) | E-Business (5 ECTS) |
| | Theory of Economics (5 ECTS) | Consumer Behaviour (5 ECTS) | Fundamentals of Intercultural Management (5 ECTS) | Product and Brand Management (5 ECTS) |
| | Fundamentals of Marketing (5 ECTS) | Business Statistics (5 ECTS) | Service Marketing (5 ECTS) | Pricing and Sales Promotions (5 ECTS) |
| | Management (5 ECTS) | Information Technologies (5 ECTS) | Retail Management and Marketing (5 ECTS) | Personnel Management (5 ECTS) |
| | Business Law (5 ECTS) | Fundamentals of Accounting (5 ECTS) | | |
| | Corporate Social Responsibility and Ethics (5 ECTS) | | | |
| Elective Courses (5 ECTS) | | | Project Management (5 ECTS) | Fundamentals of Finance (5 ECTS) |
| | | | Business Strategies (5 ECTS) | Organizational Behaviour (5 ECTS) |
| General Courses of the University Education | | General Course of the University Education (5 ECTS) | General Course of the University Education (5 ECTS) | General Course of the University Education (5 ECTS) |

| Course Type | 5th Semester | 6th Semester | 7th Semester | |
|-----------------------------------|--|--|-----------------------------------|--|
| Compulsory Courses | Fundamentals of Marketing Research (5 ECTS) | Marketing Management (5 ECTS) | Professional Internship (15 ECTS) | |
| | Marketing Communication (5 ECTS) | Marketing Analytics (5 ECTS) | Bachelor's Thesis (15 ECTS) | |
| | Business-to-Business Marketing and Personal Sales (5 ECTS) | Digital Marketing (5 ECTS) | | |
| | Business Logistics (5 ECTS) | Course Paper (5 ECTS) | | |
| Elective Courses (10 ECTS) | Company Performance Assessment (5 ECTS) | Corporate Communication (5 ECTS) | | |
| | Tax System (5 ECTS) | Advertising and Content Development (5 ECTS) | | |
| | Quality Management (5 ECTS) | Intercultural Negotiation (5 ECTS) | | |
| | Innovation Management (5 ECTS) | Cross Cultural Communication (5 ECTS) | | |

* Programme structure may be changed due to improvements of studies.

GRADUATION REQUIREMENTS

Global Marketing undergraduate studies are completed with public defence of Bachelor Final Thesis.

EXAMINATION AND ASSESSMENT REGULATIONS

In most subjects, an accumulative score (final accumulation of work results at the end of a semester) is being used to ensure active student work and impartial study results evaluation. In applying accumulative score method (oral, written testing, presentation, case analysis, projects (individual and collective), report, discussion, critical analysis of a research article, etc.), student acquired knowledge and completed assignments throughout a semester are being evaluated. Each study subject is concluded with a final exam or final test. Exam are performed either in written or written/oral form. Student knowledge is evaluated on the scale of 1-10 (1- very poor, 10-excellent).

ADMISSION REQUIREMENTS AND SELECTION CRITERIA

Each applicant is required to have a secondary school diploma or its equivalent:

- The selection criteria are based on the weighted average of relevant grades recorded in the student's transcript of academic records;
- All applicants have to prove their English proficiency (IELTS 5.5+, iBT TOEFL 65+);
- Application process is described on Website of Vilnius University. Follow the steps to apply for the programme.

Academic contact

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