



INTERNATIONAL COMMUNICATION

Programme type	Master studies
Field of study	Communication (J10)
Study area	Social Sciences
Degree	Master of Social Sciences
Duration	1,5 year
Workload	2400 hours
Language of instruction	English
Location	Vilnius, Lithuania
Starting date	2020-09-01
Tuition fee	3000 Eur

PROGRAMME DESCRIPTION

- *The objective*

The goal of the programme is to provide not only broad and profound knowledge of international, cross-cultural corporate communication, but also to form practical skills necessary for professional activities. The programme is focused on the provision of additional qualifications, which enable seeing and evaluating various communication processes from the global perspective, rather than on educating of a specialist for a certain narrow area of activities.

- *Career opportunities*

Graduates become actively involved in the labour market taking jobs in integrated marketing, corporate communication, and public relations departments of international organisations to freelance communication consultants.

- *Access to further studies*

Graduates of the Master programme in International Communication will be able to pursue their studies in the doctorate degree programmes.

KEY LEARNING OUTCOMES

The competences acquired: explanation and application of the theories of international and intercultural communication, management of communication processes in international and multicultural organizations, implementations of projects in international public relations, conduct of international corporate communication campaigns, analysis of international crisis management and communication, carrying out research in international and intercultural communication for SMEs, NGOs and big corporations working in international arena, critical evaluation of messages on international events applying global corporate communication, public diplomacy, propaganda and persuasion theoretical and methodological approaches, organization and lead of multicultural and international working groups, professional presentations of research results for various stakeholder groups.

COURSE INFORMATION

The programme has the following structure:

Course Type	1st Semester	2nd Semester	3rd Semester
Compulsory Courses	Communication Theories	Corporate Social Responsibility	Master Thesis
	Communication Research Methods		
	Corporate communication	Scientific Research	
		International Crisis Communication	
	Communication Project	Public Diplomacy and Persuasion	
Global Business Environment			
Elective Courses		Discrimination, Violence and Human Rights	
		Scientific Research Practice	
		Internet Public Relations	

GRADUATION REQUIREMENTS

The studies finish by final degree project – master thesis.

EXAMINATION AND ASSESSMENT REGULATIONS

The main form of evaluation is an examination. However, courses units may be evaluated by the pass/fail evaluation as well. Every course unit is concluded with either a written or written-oral examination. Student's knowledge and general performance during the examination are evaluated using grading scale from 1 (very poor) to 10 (excellent).

APPLICATION AND SELECTION REQUIREMENTS

Academic entry qualification overview: minimum degree required – bachelor.

Proficiency in English is necessary.

Academic contact

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