



MARKETING AND INTEGRATED COMMUNICATION

Programme type	Master's studies (university)
Field of study	Marketing
Study area	Business and Public Management
Degree	Master in Business Management
Duration	1.5 years (3 semesters) <i>In case of double-degree studies – 2 years (4 semesters)</i>
Workload	90 ECTS <i>In case of double-degree studies – 120 ECTS</i>
Language of instruction	English
Location	Vilnius, Lithuania <i>Naples, Italy (in case of a double degree)</i>
Starting date	1 September
Tuition fee EU and Non-EU students	2010 EUR / per semester

PROGRAMME DESCRIPTION

The objective

Marketing and Integrated Communication programme develops 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 communication. The programme offers a Double degree possibility for the best students with Naples Parthenope University in Italy; similar agreements with other universities are in the process of negotiation.

This programme is one of the most popular Master programmes among the international applicants. Students and graduates emphasize the opportunity to develop numerous international contacts and experiences for classes attract numerous exchange students and typically include representatives from about ten countries. In addition, the

students are very positive about the possibilities to combine their studies with work or go on ERASMUS study exchange and internships.

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 participating actively in development and implementation of marketing strategies.

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

Access to further studies

Vilnius University created opportunities for students interested in continuing their education to enter the 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 findings in order to use them in marketing strategies;
- to develop marketing strategies in accordance with company objectives and market specifics.

COURSE INFORMATION

The programme has the following structure:

Course Type	1st Semester	2nd Semester	3rd Semester
Compulsory Courses	Corporate Communication Management (5 ECTS)	Strategic Marketing (5 ECTS)	Marketing Analytics (5 ECTS)
	Research Methods (5 ECTS)	Global Marketing Management (5 ECTS)	Statistical Data Analysis of Survey Using SPSS (5 ECTS)
	Digital Marketing Communication (5 ECTS)	Integrated Marketing Communication (5 ECTS)	Strategic Brand Management (5 ECTS)
	Research Project I (10 ECTS)	Research 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)
	Marketing Management (5 ECTS)	Specific Topics in Marketing: Pricing (5 ECTS)	Organizational Psychology (5 ECTS)
	Management of Organisation Image (5 ECTS)		

GRADUATION REQUIREMENTS

Public defence of the Final Thesis.

EXAMINATION AND ASSESSMENT REGULATIONS

The main form of evaluation is an examination; the final grade typically is a cumulative one, consisting of evaluations of assignments done during the lectures or as home tasks and the final written exam. Research papers and the final thesis are evaluated by the defence committee.

ADMISSION REQUIREMENTS AND SELECTION CRITERIA

- Bachelor's degree or its equivalent;
- No less than 20 ECTS credits in the fields of economics, management, business administration or other social sciences, such as sociology, psychology, communication, or the acquired analogous practical experience substantiated in the motivational letter and during the interview (experience in marketing is an additional advantage);
- 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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