



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, 2018
Tuition fee EU students	1450 EUR / per semester
Tuition fee Non-EU students	1850 EUR / per semester

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	1st Semester	2nd Semester	3rd 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 Communication (5 ECTS)	Digital Marketing Communication (5 ECTS)
	Research Project I (10 ECTS)	Research Project II (10 ECTS)	Master's 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)	International Project Management (5 ECTS)	Marketing Specifics in Different Sectors (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 cumulative, and consists of evaluations of assignments 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 30 ECTS credits in the fields of economics, management and business administration or other social sciences or the acquired analogous practical experience is substantiated in motivation 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

Prof. Sigitas Urbonavicius
sigitas.urbonavicius@evaf.vu.lt

Mrs. Živilė Golubevė
+370 5 236 6284
zivile.golubeve@evaf.vu.lt

www.evaf.vu.lt/en

Admission contact

Admissions Office
admissions@cr.vu.lt