



## CURRICULUM FOR MASTER PROGRAMME MARKETING ANALYTICS

In the light of the growing amount of data available to companies, they increasingly use the power of business intelligence in numerous new ways. Marketers are incorporating data into their decision-making process to earn high level of effectiveness, to optimize return of investment and to gain a substantial competitive advantage in the market. Therefore employers are looking for specialists in marketing analysis who have a good understanding of mathematical and statistical models, and the ability to apply these models in solving marketing problems, particularly – those, related with customer behaviour and marketing strategy. With the increasing demand for market specialists with data and analytics skills, Vilnius University will introduce Master of Science in Marketing Analytics in autumn 2015. We will prepare students to be forward-thinking marketing specialists, able to convert data into marketing insights and translate increasingly growing amounts of data into insights that base competitive edge developing decisions.

The program's curriculum is designed to teach students how to collect and analyze massive amounts of data from different sources (including social media), design robust analytical models and effectively interpret them to better understand customers as well as help managing products mixes, setting prices, optimizing stocks, predicting and measuring the effects of marketing campaigns. The teaching staff includes professors of Marketing department of the faculty of Economics, their colleagues from various departments of the faculty of Mathematics and Informatics, leading practitioners, as well as numerous visiting professors.

### IDENTIFICATION

| Name of programme           | Marketing Analytics                                |
|-----------------------------|--|
| Qualification awarded       | Master's degree in Marketing                       |
| Level                       | Master   |
| Study field                 | Marketing  |
| Scope of programme (ECTS)   | 120 ECTS   |
| Language of instruction     | English  |
| Length of programme (years) | 2 years  |
| Tuition fee per year        | 2600 EUR (EU citizens)/ 3400 EUR (non-EU citizens) |

## PROGRAMME DESCRIPTION

The overall objective of the Marketing Analytics study programme is to develop high level professionals who are able to define information needs, creatively analyze marketing information and develop adequate analysis-based solutions.

## KEY LEARNING OUTCOMES

Graduates of the programme develop the main abilities:

- to identify marketing problems and obtain information that is needed for their solution by using adequate methods of data collection and analysis;
- to analyze marketing information by using adequate statistical/mathematical methods and develop applicable solutions;
- to organize marketing research, interpret its findings, consult colleagues in regard of implementation of their findings.

- *Career opportunities*

Specialists of business and marketing data analysis are of very high demand in leading companies of many sectors. However, extreme need for such professionals is being expressed by large retailing chains, marketing research and consulting firms and large manufacturers of consumer products. A graduate of this programme would typically work in the analytical departments. However, some companies prefer putting marketing analysis specialists into their Marketing, Strategic, Information Handling and other departments.

- *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.

## COURSE INFORMATION

The programme has the following structure

| Course Type               | 1st Semester   | 2nd Semester                                  | 3rd Semester                                     | 4th Semester                            |
|---------------------------|--|---|--|---|
| <b>Compulsory Courses</b> | Principles of Marketing Management (5 ECTS)            | Supply Chain Management and Analysis (5 ECTS) | CRM Systems (5 ECTS)                             | Analysis of Data in a Company (10 ECTS) |
|                           | Research Methods (5 ECTS)                              | Integrated Marketing Communications (5 ECTS)  | Predictive Modelling (5 ECTS)                    |   |
|                           | Models of consumer behaviour and measurements (5 ECTS) | Social Media and Web Analytics (5 ECTS)       | Marketing Analytics Capstone (5 ECTS)            | Master Final Thesis (20 ECTS)           |
|                           | Multivariate Data Analysis (10 ECTS)                   | Data mining (10 ECTS)                         | Master paper Project (10 ECTS)                   |   |
| <b>Elective Courses</b>   | Sales Management (5 ECTS)                              | Methods of Qualitative Research (5 ECTS)      | Marketing Specifics in Selected Sectors (5 ECTS) |   |
|                           | Strategic Brand Management                             | Digital Marketing (5 ECTS)                    | Pricing (5 ECTS)                                 |   |

| Course Type | 1st Semester   | 2nd Semester | 3rd Semester                          | 4th Semester |
|-------------|--|--------------|---------------------------------------|--------------|
|             | (5 ECTS)<br>Statistical Analysis of<br>Research Data (with SPSS)<br>(5 ECTS) |              | Product Mix<br>Management<br>(5 ECTS) |              |

### GRADUATION REQUIREMENTS

Public defence of the Final Thesis.

### ADMISSION REQUIREMENTS AND SELECTION CRITERIA

Each applicant is required to have a Bachelor's degree or its equivalent and has to demonstrate that he or she has substantial background in Mathematics and Statistics. Graduates from Mathematics, Statistics, Engineering, Physics, Sociology and Economics automatically qualify for the latter requirement; candidates owning other types of BA degrees might be invited to the interview in order to ensure their readiness to study in the programme.

The selection criterion is based on the weighted average of relevant grades recorded in the transcript of the student's academic record. Priority will be given to students with more courses and/or higher grades in mathematics and statistics. All applicants have to prove their English proficiency.

Candidates should be ready to take part in virtual motivation conversation (via SKYPE).

### 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 paper and the final thesis are evaluated by the defence committee.

#### Academic contact



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