



MARKETING AND TRADE MANAGEMENT

Programme type	Master's Studies (University)
Field of study	Marketing
Study area	Business and Public Administration
Degree	Master in Business Management
Duration	2 years (4 semesters)
Workload	120 ECTS
Language of instruction	English
Location	Kaunas, Lithuania
Starting date	1st of September
Tuition fee EU students	2600* EUR/per year (*to be confirmed)
Tuition fee Non-EU students	3600 EUR/per year

PROGRAMME DESCRIPTION

- *The objective*

The aim of the study programme Marketing and Trade Management is to prepare specialists in management and trade marketing who are able to apply their knowledge based on fundamental and applied research results; to evaluate the changes in the market critically and analytically; to investigate the external and internal environment of the organization; to develop and implement innovative projects; to communicate effectively; to organise and implement the processes oriented toward the increase of sales; specialists who are able to employ contemporary Internet marketing technologies and make strategic and tactical decisions with regard to marketing and trade management; specialists who are able to create the added value to the company in a changing multicultural environment.

- *Career opportunities*

The graduate may pursue a professional career as a marketing, market research and trade management specialist, consultant and project manager in all the levels of national or international organizations and governmental institutions.

- *Access to further studies*

Graduates will have an opportunity to continue their research in the PhD studies in the field of social sciences.

KEY LEARNING OUTCOMES

- The graduate of the study programme Marketing and Trade Management has the knowledge of and is able to apply classical and modern theories and conceptions of marketing and trade management in order to systematically analyse and assess external and internal environment of the organisation.
- The graduate is able to apply the knowledge of marketing and trade management based on fundamental and applied research results, adopt strategic and tactical decisions with regard to marketing and trade management in the company.
- Also he/she is able to apply the knowledge of individual marketing areas based on scientific research results in order to analyse, evaluate and develop company and product innovations and awareness as well as to increase sales and market share, product exclusivity and priority choice among consumers.
- The graduate acquires skills to identify issues related to marketing and trade managements, interpret research results, make conclusions and provide solutions, prepare scientific publications, and is able to initiate, organise, and carry out marketing and trade management research independently, and interpret the results of initial data.
- He/she has knowledge to initiate, organise, and carry out marketing and trade management research independently, and interpret the results of initial data, and is able to analyse, process, interpret and the secondary research data necessary for introduction of innovations and management of marketing and trade management activities.
- The graduate has skills to prepare projects with regard to individual areas (branding, advertising, marketing communications management, logistics and consumer behaviour) and trade management that are necessary for coordination and increase of sales volumes and substantiation of innovative activities.
- He/she has skills to adopt a systematic and dynamic approach in the assessment and preparation of new organisational management measures for marketing and trade management solutions and to recognise the complex issues of marketing, trade management and additional value creation for the company.

COURSE INFORMATION

The programme has the following structure:

Course Type	1st Semester	2nd Semester	3rd Semester	4th Semester
Compulsory Courses	Interpersonal and International Communication (5 ECTS)	Scientific Research Work I/II (5 ECTS)	Scientific Research Work II/II (5 ECTS)	International Human Resource Management (5 ECTS)
	Consumer Behaviour (5 ECTS)	Theory and Methods of Market Analysis (5 ECTS)	Theory and Practice of Advertising (10 ECTS)	Master's Thesis (field: Marketing) (25 ECTS)
	Innovation Management (5 ECTS)	Strategic Marketing and Sales Management (10 ECTS)	Internet Marketing and Technologies (5 ECTS)	
	Brand Management (5 ECTS)	International Marketing (5 ECTS)	International Trade (5 ECTS)	
	Methodology of Scientific Research (10 ECTS)			

Elective Courses		Marketing Communications Management (5 ECTS)	International Commercial Law (5 ECTS)	
		International Logistics (5 ECTS)	Total Quality Management (5 ECTS)	
			Cross-Cultural Management (5 ECTS)	

Marketing and Trade Management Master's Programme aims at acquiring scientific-research work skills as well as self-sufficiency, practical activity skills that would combine subject-specific, methodological and communicative competences.

GRADUATION REQUIREMENTS

All the course units of the programme should be passed and the positive assessment of the Master's Thesis gained during public defence.

ADMISSION REQUIREMENTS AND SELECTION CRITERIA

- Bachelor's degree or its equivalent. Applicants have to demonstrate that they have collected no less than 20 ECTS credits in the areas of Management and Marketing.
- English language proficiency – the level not lower than B2 (following the Common European Framework of Reference for Languages (CEFR)).

EXAMINATION AND ASSESSMENT REGULATIONS

Every course unit is concluded with either a written or written-oral examination or pass/fail evaluation. Student's knowledge and general performance during the examination are assessed by using a grading scale from 1 (very poor) to 10 (excellent).

Academic contact

Assoc. Prof. Dr Vilma Tamulienė
vilma.tamuliene@khf.vu.lt

Admission contact

Mrs Livija Grikielis
 Phone: : +370 377 50914
livija.grikielis@knf.vu.lt