



Global Marketing



Bachelor in Business
Management



3,5 years, full-time



Average salary of our
graduates in 2022 – 2291,6 Eur
(average national salary of
2022 – 1789 Eur)



Vilnius University
among the TOP 16% of
Universities in the World

0,4

Mathematics

0,2

Either History, IT, Geography
or Foreign language

0,2

Other subject

0,2

Lithuanian Language and
Literature

National Exams

National exams or yearly average grades



Importance of marketing can't be overestimated in current and future business, since it has a strategic role that drives business growth based on a deep knowledge of the customer. Global marketing programme is designed for students who want to get know ledge of essential and digital marketing elements, to understand consumers' behavior, to learn to analyse and manage marketing resources in a global business environment. Students will know how to use a variety of contemporary marketing and communication tools, and learn to assess consumers' needs by analysing examples from international businesses.

PROGRAMME OVERVIEW:

- > international team and international environment;
- > extraordinary practitioners as guest lecturers;
- > up to two years you can spend at the best European universities;
- > you will develop practical and theoretical managerial skills, useful in modern businesses.

CAREER OPPORTUNITIES:

- > Sales Manager;
- > Marketing Expert;
- > Business Manager;
- > Business Developer.

ORGANISATIONS:

Bored Panda

L'Oreal

Euromonitor International

“Global marketing study programme seems to be applicable for educating and training young professionals so that they are ready to act as high-performers in the labour market locally and abroad.”

Robertas Ivanauskas,
Senior Manager - Consulting,
Euromonitor International

“The programme is very broad indeed, covering topics from business statistics to digital marketing. But one of the biggest benefits of this study programme is its international knowledge: lecturers with global experience, students from other countries and topics tailored to an international context.”

Nojus Sungaila,
student, L'oreal Brandstorm
competition runner-up



**1000 Eur VU FEBA
Admission Scholarship**
for the most motivated and
competent international
students



Average graduate
employability in 2022 -
88.8 %

Programme structure*

Course	Credits
1 semester	30.0
Compulsory courses	30.0
Business English	5.0
Economic Theory	5.0
Fundamentals of Marketing	5.0
Management	5.0
Business Law	5.0
Information Technologies	5.0
2 semester	30.0
Compulsory courses	25.0
Consumer Behaviour	5.0
International Marketing	5.0
Fundamentals of Cross-cultural Management	5.0
Service Marketing	5.0
Fundamentals of Accounting	5.0
Individual studies**	5.0
3 semester	30.0
Compulsory courses	20.0
Essentials of Marketing Research	5.0
Corporate Communication	5.0
Marketing Communication and Media Planning	5.0
Retail Management and Marketing	5.0
Individual studies**	10.0
4 semester	30.0
Compulsory courses	20.0
E-Business	5.0
Product and Brand Management	5.0
Pricing and Sales Promotions	5.0
Human Resource Management	5.0
Individual studies**	10.0

Course	Credits
5 semester	30.0
Compulsory courses	20.0
Intercultural Communication	5.0
Digital Marketing	5.0
Business-to-Business Marketing and Personal Selling	5.0
Business Logistics	5.0
Individual studies**	10.0
6 semester	30.0
Compulsory courses	20.0
Marketing Management	5.0
Marketing Analytics	5.0
Advertising and Message Development	5.0
Course Work	5.0
Individual studies**	10.0
7 semester	30.0
Compulsory courses	30.0
Professional Internship	15.0
Final Bachelor's Thesis (Study Field: Marketing)	15.0

* Programme structure may be changed due to improvements of studies.

** **Individual studies** are the studies freely selected by a student enrolled in the bachelor's degree study programme, which are an integrated part of the study programme.