



Marketing and Global Business



Bachelor in Business Management

4 years, full-time



Vilnius University is among the top 500 universities worldwide



Choose #1VU and win "Vilnius University 440" scholarship

For graduates from Lithuania:

0,4

Mathematics

0,2

Either History, IT or Geography

0,2

Other subject

0,2

Lithuanian Language and Literature

National Exams

National exams or yearly average grades

PROGRAMME OVERVIEW:

- > students can spend up to two years at the best universities in Europe by participating in the Erasmus+ programme or using various bilateral agreements;
- > students work in an international team of qualified professors and fellow colleagues;
- > students develop practical and theoretical skills, useful in recognising and dealing with a number of problems that modern businesses face daily.

Marketing and Global Business is a specialization in the Management study programme. It is designed for students, who want to learn to analyse and manage marketing resources in a global business environment. They study Marketing Management, Retail Marketing and Management, International Advertising Business, and other similar courses. Students will know how to use a variety of contemporary communication tools, and learn to assess consumer needs by analysing examples from international businesses.

CAREER OPPORTUNITIES:

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

Bored Panda

Western Union

Western Union Lietuva

L'Oreal

Euromonitor International

70 %

30 %

- Number of employed students six months after graduation in Lithuania.
- Lithuanian graduates who are pursuing a Master's degree or are self-employed, leaving to study/work abroad, etc.

"Choosing Vilnius University was one of the best decisions of my life! I fell in love with the lectures and the professors' approach to teaching: the studies were very interesting and after one semester, I felt that it was easier to concentrate on them. Moreover, the university staff is very nice and helpful: they are always ready to help you, no matter what kind of problems you have. I also really enjoyed the atmosphere in my group: we had both Lithuanian and international students from all over the world, so I learned a lot about other countries and cultures.

And Vilnius is an amazing city to live in: it quickly becomes your home and then you can't imagine your life without coming back here. I highly recommend to study in VU: it is a place that will change your life!"

Lidziya Lysiankova,
graduate from Belarus

Programme structure

Course	Credits	Course	Credits
1 semester	30.0	5 semester	30.0
Compulsory courses	30.0	Compulsory courses	20.0
Theory of Economics (Microeconomics)	5.0	Pricing	5.0
Business Mathematics	5.0	Innovation Management	5.0
Corporate Social Responsibility and Ethics	5.0	Consumer Behaviour	5.0
Business Creation and Management	5.0	Marketing Research	5.0
Foreign Language	5.0	Elective courses	10.0
Scientific Text Writing and Presentation	5.0	Quality Management / Business Strategies / Taxes / Performance audit	5.0
2 semester	30.0	6 semester	30.0
Compulsory courses	25.0	Compulsory courses	20.0
Theory of Economics (Macroeconomics)	5.0	Online business	5.0
Business Statistics	5.0	Integrated Marketing Communication	5.0
Business Law	5.0	Retail Management and Marketing	5.0
Management	5.0	Project Management	5.0
Foreign Language	5.0	Elective courses	10.0
General Courses of the University Education	5.0	Knowledge Management / Business Models / Management of Companies Budgeting / Financial Statements	5.0
3 semester	30.0	7 semester	30.0
Compulsory courses	20.0	Compulsory courses	20.0
Global Business	5.0	Fundamentals of Scientific Research	5.0
Business Informatics	5.0	International Marketing	5.0
Organizational Behaviour	5.0	Marketing Management	5.0
Entrepreneurship	5.0	Course Paper	5.0
Elective courses	5.0	Elective courses	5.0
Fundamentals of Intercultural Management / Information Systems	5.0	Intellectual Property / Business Risk Management / Change Management / Corporate Performance Analysis and Management	5.0
General Courses of the University Education	5.0	8 semester	30.0
4 semester	30.0	Compulsory courses	30.0
Compulsory courses	20.0	Professional Internship	15.0
Personnel Management	5.0	Bachelor's Thesis	15.0
Fundamentals of Accounting	5.0		
Marketing	5.0		
Business Processes	5.0		
Elective courses	10.0		
Fundamentals of Finance / Second Foreign Language / Fundamentals of Business Negotiation and Psychology	5.0		