



# Global Marketing

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 knowledge 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



- 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.

Bachelor in Business Management

3,5 years, full-time



50 % admissions to VU Business management field chose marketing study programme in 2019

**TOP 500**  
Vilnius University is among the top 500 universities worldwide

**TOP 400**  
VU Management – among top 400 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

## Programme structure\*

Course	Credits	Course	Credits
<b>1 semester</b>	<b>30.0</b>	<b>5 semester</b>	<b>30.0</b>
<b>Compulsory courses</b>	<b>30.0</b>	<b>Compulsory courses</b>	<b>20.0</b>
Economic Theory	5.0	Fundamentals of Marketing Research	5.0
Management	5.0	Marketing Communication	5.0
Business Development and Management	5.0	Business-to-Business Marketing and Personal Sales	5.0
Fundamentals of Marketing	5.0	Business Logistics	5.0
Business Law	5.0	<b>Elective courses</b>	<b>10.0</b>
Corporate Social Responsibility and Ethics	5.0	Company Performance Assessment / Tax System / Quality Management/ Innovation Management	5.0
<b>2 semester</b>	<b>30.0</b>	<b>6 semester</b>	<b>30.0</b>
<b>Compulsory courses</b>	<b>25.0</b>	<b>Compulsory courses</b>	<b>20.0</b>
Global Business	5.0	Marketing Management	5.0
Consumer Behavior	5.0	Marketing Analytics	5.0
Business Statistics	5.0	Digital Marketing	5.0
Information Technology	5.0	Course Paper	5.0
Fundamentals of Accounting	5.0	<b>Elective courses</b>	<b>10.0</b>
<b>General Courses of the University Education</b>	<b>5.0</b>	Corporate Communication / Advertising and Content Development / Intercultural Negotiation / Cross Cultural Communication	5.0
<b>3 semester</b>	<b>30.0</b>	<b>7 semester</b>	<b>30.0</b>
<b>Compulsory courses</b>	<b>20.0</b>	<b>Compulsory courses</b>	<b>30.0</b>
International Marketing	5.0	Professional Internship	15.0
Fundamentals of Intercultural Management	5.0	Bachelor Thesis	15.0
Service Marketing	5.0		
Retail Management and Marketing	5.0		
<b>Elective courses</b>	<b>10.0</b>		
General Courses of the University Education / Project Management / Business Strategies	5.0		
<b>4 semester</b>	<b>30.0</b>		
<b>Compulsory courses</b>	<b>20.0</b>		
E-Business	5.0		
Product and Brand Management	5.0		
Pricing and Sales Promotions	5.0		
Personnel Management	5.0		
<b>Elective courses</b>	<b>10.0</b>		
General Courses of the University Education / Fundamentals of Finance / Organizational Behaviour	5.0		

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