

Marketing and Integrated Communication



Faculty of
Economics and
Business Administration

Diploma	Duration	Form of studies	Tuition Fee
Master in Business Management	1,5 years (3 semesters) or 2 years (4 semesters) in case of a double degree	Full time	1650€ / semester

The programme Marketing and Integrated Communication develops high-level specialists and enables them to succeed in a fast changing global environment that requires the integration of marketing analytics with multidimensional tools of marketing and communications.

The programme welcomes those who are interested in dynamic studies that help to understand the marketing depths, teach how to analyze behaviours, encourage managerial innovativeness and develop life-lasting learning skills for the careers in marketing and communications.

VILNIUS UNIVERSITY AMONG THE TOP 1,5% OF UNIVERSITIES IN THE WORLD

Study overview:

The programme presents up-to-date developments of marketing and communications not only in a digital, but a multidimensional environment;

We offer a possibility to obtain a double degree at Parthenope University of Naples (Italy);

Professors with extensive international experience in teaching and practical expertise in business make this programme truly challenging and enjoyable;

International study atmosphere is created by students who typically come from 10 or more countries worldwide;

The track record of the graduates shows that these studies are leading towards very successful careers in and outside of EU.

Career opportunities:



Chief
Marketing
Officer



Marketing
Specialist



Digital
Marketing
Director



Marketing
Analyst



Public Relations
Manager

"The programme 'Marketing and Integrated Communication' allowed me to achieve more than just quality studies at Vilnius University. I could continue my studies in Parthenope University (Naples, Italy), since the programme has a double-degree agreement with that university. After using this opportunity I can confirm that this was a very correct decision. I am proud of the education with extensive international experience and Master diplomas of two universities!"

Aira Janonyte, Graduate from Lithuania (double-degree diploma)
UAB "SERMO"
Project Coordinator

Get international experience: take a part in the Erasmus + degree program, study abroad and complete postgraduate practise in foreign companies with a scholarship.



Erasmus+

Programme structure

Course	Credits
1 semester	30.0

Compulsory courses	25.0
Corporate Communication Management	5.0
Research Methods	5.0
Digital Marketing Communication	5.0
Research Project I	10.0
Elective courses	5.0
Sales Management	5.0
Marketing Management	5.0
Management of Organisation Image	5.0

2 semester	30.0
------------	------

Compulsory courses	25.0
Strategic Marketing	5.0
Global Marketing Management	5.0
Integrated Marketing Communication	5.0
Research Project II	10.0
Elective courses	5.0
Cross-Cultural Management	5.0
Special Topics in Marketing: Pricing	5.0

3 semester	30.0
------------	------

Compulsory courses	25.0
Marketing Analytics	5.0
Statistical Data Analysis of Survey Using SPSS	5.0
Strategic Brand Management	5.0
Master's Final Thesis	10.0
Elective courses	5.0
International E-Commerce and E-Marketing	5.0
Organizational Psychology	5.0

*The list of lectures can be adjusted.