



GLOBAL MARKETING

BACHELOR IN BUSINESS MANAGEMENT

3,5 years, full-time

Tuition fee: **3660 Eur** per year

The most popular study programme in business and public management field in Lithuania



ABOUT THE PROGRAMME

In this study programme, you will learn how to develop strategic marketing plans, lead advertising campaigns, and manage pricing, logistics, and communication. You will gain skills in both traditional and digital marketing, including social media and consumer behavior across cultures, so you will be able to operate in global, cross-cultural environments.

WHY CHOOSE THIS PROGRAMME?

- **60% of the programme focuses on practical marketing subjects.**
- Internships at top companies like Danske Bank, Nord Security, Lidl and IKEA.
- Compete in international competitions like L'Oreal Brandstorm.
- Master both traditional and digital marketing.

CAREER OPPORTUNITIES

- Business Developer
- Business Manager
- Marketing Expert
- Sales Manager

SCHOLASRHIPS

- 1000 Eur Admission Scholarship (for the most motivated and competent international students)
- Partners Scholarships
- Incentive Scholarship
- VU FEBA Ambassador Scholarship



STUDY EXCHANGE



All VU FEBA students have the opportunity to spend several semesters studying in almost any country in the world. A scholarship may be awarded for student exchanges to cover living expenses in another country!

QS RANKINGS (2026)

Vilnius University
is one of the **TOP**
Universities in the
Baltic Region



EU DIPLOMA



GRADUATES WORK



boredpanda



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, Loreal Brandstorm
competition runner-up

~2188 Eur

Average salary of our graduates

~82%

Employability after graduation

TUITION FEE

3660 Eur per year

DORMITORIES

for students, from
70 Eur per month

PROGRAMME STRUCTURE*

| Course | Credits | Course | Credits |
|--|-------------|---|-------------|
| 1 semester | 30.0 | 5 semester | 30.0 |
| Compulsory courses | 30.0 | Compulsory courses | 20.0 |
| Business English | 5.0 | Intercultural Communication | 5.0 |
| Economic Theory | 5.0 | Digital Marketing | 5.0 |
| Fundamentals of Marketing Management | 5.0 | Business-to-Business Marketing and Personal Selling | 5.0 |
| Business Law | 5.0 | Business Logistics | 5.0 |
| Information Technologies | 5.0 | Individualised studies** | 10.0 |
| 2 semester | 30.0 | 6 semester | 30.0 |
| Compulsory courses | 25.0 | Compulsory courses | 20.0 |
| Consumer Behaviour | 5.0 | Marketing Management | 5.0 |
| International Marketing | 5.0 | Marketing Analytics | 5.0 |
| Fundamentals of Cross-cultural Management | 5.0 | Advertising and Message Development | 5.0 |
| Service Marketing | 5.0 | Course Work | 5.0 |
| Fundamentals of Accounting | 5.0 | Individualised studies** | 10.0 |
| Individualised studies** | 5.0 | | |
| 3 semester | 30.0 | 7 semester | 30.0 |
| Compulsory courses | 20.0 | Compulsory courses | 30.0 |
| Essentials of Marketing Research | 5.0 | Professional Internship | 15.0 |
| Corporate Communication | 5.0 | Final Bachelor's Thesis (Study Field: Marketing) | 15.0 |
| Marketing Communication and Media Planning | 5.0 | | |
| Retail Management and Marketing | 5.0 | | |
| Individualised 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 | | |
| Individualised studies** | 10.0 | | |



VU TECH HUB
Pre-Accelerator

Students in this study program can participate in the Start-Up Program



VU CDM Lab
VU Consumer Decision Making Lab

3rd in the World!



FOLLOW US

Admission requirements for international students:

- Certificate of Complete Secondary Education***
- English proficiency: at least B2 level (e. g. IELTS 6.5+ / TOEFL iBT 81+), demonstrated by any recognized certificate and assessed in the motivation interview
- Online motivation interview
- N. B. for non-EU/EFTA applicants: The gap since your completed secondary degree should not exceed 5 years



Admission credits for Lithuanian graduates:

- 0,4** Mathematics
- 0,2** Lithuanian Language and Literature
- 0,2** Other Exam

■ National Exams

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

** With individualized studies, you'll have the freedom to choose subjects that interest you, both from your own faculty and other University faculties. These courses are a flexible part of your study program, allowing you to shape your education based on your personal goals and interests.

*** Note for non-EU/EFTA applicants: The gap since completing your secondary education must not exceed five years.