



Faculty of
Economics and
Business Administration

MARKETING and INTEGRATED COMMUNICATION

MASTER IN BUSINESS MANAGEMENT

1,5 years or 2 years (in case of a double degree), ON-CAMPUS

Tuition fee: 5460 Eur per year



ABOUT THE PROGRAMME

The programme develops managers and high-level specialists and enables them to succeed in a fast changing global environment that requires the integration of marketing analytics with multi-dimensional 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.

WHY CHOOSE THIS PROGRAMME?

- Up-to-date developments of marketing and communications not only in a digital, but a multidimensional environment.
- A double-degree opportunity at Parthenope University of Naples or University of Parma (Italy)!
- Professors with extensive international experience in teaching and practical expertise in business.
- The track record of the graduates shows that these studies are leading towards very successful careers in and outside of EU.

QS RANKINGS (2026)

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



EVENING STUDIES

Evening Studies for Work-Life Balance



SCHOLARSHIPS

- Admission Scholarship (for international students)
- Incentive Scholarship
- VU FEBA Ambassador Scholarship
- Social Scholarship and others

STUDY AND INTERNSHIP EXCHANGE Erasmus+

Take a part in the Erasmus+ degree programme, study abroad and complete postgraduate internship in foreign companies with a scholarship.

DORMITORIES

for students, from 70 Eur per month



EU DIPLOMA



CAREER OPPORTUNITIES

- Chief Marketing Officer
- Digital Marketing Director
- Marketing Specialist
- Marketing Analyst
- Public Relations Manager



My academic journey as a student in Vilnius University's Marketing and Integrated Communication Master's programme was a transformative experience. This international education broadened my horizons and enhanced



my belief in the significance of global talent with cross-cultural understanding. Despite the challenges of being so far away from home and integrating myself in a new culture and language; the vibrant VU community and welcoming city of Vilnius offered a memorable and enriching experience. Engaging with international students, dedicated lecturers, and participating in a semester abroad to Germany were highlights of this programme. The flexible schedules, practical course materials, and opportunities for international exposure, including double degrees and exchange opportunities, made Vilnius University an excellent choice for my postgraduate studies.

Alejandro Turégano
Graduate from Mexico



PROGRAMME STRUCTURE*

Course	Credits
1 semester	20.0
Compulsory courses	15.0
Research Methods	5.0
Corporate Communication Management	5.0
Digital Marketing Communication	5.0
Elective Courses	5.0
Sales Management	5.0
Management of Organisational Image	5.0
2 semester	20.0
Compulsory courses	15.0
Strategic Marketing	5.0
Global Marketing Management	5.0
Marketing Analytics Communication	5.0
Elective Courses	5.0
Cross-Cultural Management	5.0
Specific Topics in Marketing: Pricing	5.0

Courses	Credits
3 semester	20.0
Compulsory courses	15.0
Integrated Marketing	5.0
Statistical Data Analysis of Survey Using SPSS	5.0
Strategic Brand Management	5.0
Elective Courses	5.0
International E-Commerce and E-Marketing	5.0
Organisational Psychology	5.0

The Master's Thesis is prepared in stages throughout the three semesters **30.0**



VU TECH HUB
Pre-Accelerator

Students in this study programme can participate in the Start-up programme



VU LABBE
The Laboratory of Economic Behavior

The only one in the Baltic States!



VU CDM Lab
VU Consumer Decision Making Lab

3rd in the World!

Bloomberg Finance Markets Lab

Entry requirements for Lithuanian students

- University BA degree in Economics or Business and Public Management
- University BA degree in other fields +20 ECTS from the management and marketing (compulsory), economics as well as business or public administration fields
- University BA degree in other fields and 2+ years of professional work experience in the field of the study programme
- Completed university studies in other fields or professional bachelor studies and complementary studies at VU FEBA.



Entry requirements for foreign students

- BA degree or equivalent
- 20+ ECTS credits from Management, Marketing and optional subjects from the fields of Management and Economics, or 2+ years of professional experience in the field
- Motivational interview
- General admission requirements
- N. B. for non-EU/EFTA applicants: The gap since your completed Bachelor degree should not exceed 5 years

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