

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.

CAREER OPPORTUNITIES

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

SCHOLARSHIPS

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



STUDY EXCHANGE



Erasmus+

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 (2027)

465

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

EU DIPLOMA



Average salary of our graduates (2025)

~2188 Eur

Employability after graduation (2025)

~82 %

TUITION FEE

3660 Eur* per year

DORMITORIES

for students, from 70 Eur per month

WHY 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.

GRADUATES WORK



boredpanda



EUROMONITOR
INTERNATIONAL

L'ORÉAL
PARIS



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

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	5.0	Business-to-Business Marketing	5.0
Management	5.0	and Personal Selling	
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	5.0	Advertising and Message	5.0
Management		Development	
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:	15.0
Marketing Communication and	5.0	Marketing)	
Media Planning			
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		



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.