



Faculty of  
Economics and  
Business Administration

# GLOBAL MARKETING

**BACHELOR IN BUSINESS MANAGEMENT**

**3,5 years, full-time**

Tuition fee: **3660 Eur** per year



## 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

## SCHOLARSHIPS

- 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 (2025)

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



## EU DIPLOMA



**~2291 Eur**

Average salary of our graduates

**~88 %**

Employability after graduation

## DORMITORIES

for students, from  
55 Eur per month



## 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, L'oreal Brandstorm  
competition runner-up

## 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>
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	<b>Individualised studies**</b>	<b>10.0</b>
<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>
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	<b>Individualised studies**</b>	<b>10.0</b>
<b>Individualised studies**</b>	<b>5.0</b>		
<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>
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		
<b>Individualised studies**</b>	<b>10.0</b>		
<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		
Human Resource Management	5.0		
<b>Individualised studies**</b>	<b>10.0</b>		



**VU TECH HUB**  
**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!**



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### Admission requirements for international students:

- Certificate of Complete Secondary Education\*\*\*
- English proficiency equal to IELTS 5.5+, iBT TOEFL 65+ levels (proven by an official certificate or during a 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
  - 0,2** History, IT, Geography or Foreign language
- National Exams  
 ■ National Exams or yearly average grades

\* 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.