



INTERNATIONAL MARKETING AND MANAGEMENT

Length of Programme, Mode of study	120 ECTS, full-time, two years of studies
Qualification degree	Master of Business Management
Field of Studies	Marketing
Code	6211LX006
Programme Director	Assoc.prof.dr. Lineta Ramonienė linram@ism.lt

THE AIM AND LEARNING OUTCOMES OF THE PROGRAMME

The aim of the Programme is to develop socially responsible marketing specialists with a strong grounding in both the theory and practice of international marketing and management, with an emphasis on the contemporary issues and developments in these disciplines, equipped with strong critical thinking, effective communication, and research skills relevant to lifelong learning and professional development, and ability to design innovative solutions to marketing and management problems.	
Knowledge and its application	LO1: Understand, critically evaluate and apply marketing and management analytical frameworks and tools to solve various marketing problems in a global setting.
	LO2: Understand marketing specificities in a digital world and act upon them strategically.
	LO3: Integrate knowledge from other disciplines (management, strategy, finance, microeconomics) and evaluate marketing management alternatives.
Research skills	LO4: Identify a marketing problem, translate it into a research question, and design a methodology to properly conduct the research.
	LO5: Collect relevant data, analyze data and draw reasonable interpretations as well as communicate research findings in a clear and well organized way.
Special abilities	LO6: Apply data driven marketing solutions in line with ethical and regulatory standards, frameworks and tools to solve marketing problems.
	LO7: Map value creating processes based on customer value, networking and digital capabilities in order to design, deliver and support marketing strategies.
	LO8: Perform and evaluate a sound market analysis to seize market opportunities for innovative business solutions.

Social abilities	LO9: Lead the team and be accountable for its performance.
	LO10: Develop and deliver a coherent oral presentation and a written paper.
Personal abilities	LO11: Evaluate past and current practices in their discipline from an ethical perspective.
	LO12: Demonstrate independent learning skills relevant to lifelong learning and professional development.
	LO13: Demonstrate intellectual and critical research skills able to identify, articulate and resolve international marketing and management problems and issues demonstrating creativity, innovativeness and insight.

ACCESS TO PROFESSIONAL ACTIVITY AND FURTHER STUDIES

Graduates will be well prepared to pursue practical activities in international and national business organisations, consultancy firms, governmental, municipal and media institutions, non-governmental organisations, that is, wherever there is a need for specialists of international marketing and management who are well acquainted with marketing and management tools, are able to initiate, organise, and implement various marketing and management related solutions and media activities, or continue their studies on a doctoral level.