DESCRIPTION OF DEGREE PROGRAMME (admission year: 2021-2022)

1.

Title of the degree programme	National Code
Global Business and Modern Marketing Bachelor`s Degree Programme (Specialization - Branding and Advertising Management) (in English)	6121LX053

2.

Official name of the awarding institution(s)	Language of instruction
Mykolas Romeris University	English

3.

Kind of study	Cycle of studies	Level of qualification
University studies	I cycle	VI level

4.

Mode of study and length of programme in years	Length of the degree programme in ECTS credits	Student's workload	Contact work hours	Independent work hours
Full-time study 3 years	180	4860	1528	3332

5.

Group of Study Fields	Field of the programme
Business and Public Administration	Business Studies

6.

Degree and/or qualification awarded
Bachelor of Business Management

7.

Programme Director	Contact information
Assoc. Prof. Dr. Miglė Eleonora Černikovaitė	miglec@mruni.eu

8.

Accreditation organization	Period of reference
Centre for Quality Assessment in Higher Education	2021.12.31

9.

Purpose of the programme
To prepare professionals in closely related business field of branding and advertising management, who would be able to integrally understand branding development theories, branding business, projects and strategy development, peculiarities of branding positioning and management on cyberspace, advertising business strategies, advertising modeling, advertising design, integrated image management, sharing economics and other aspects of branding and advertising content development including self-employment and entrepreneurship in these areas, to ensure the realization of branding and advertising business by applying global scientific methodologies, effective tools and techniques in different content environments in this field, to ensure the ability to apply interdisciplinary knowledge by realizing the interaction of business, management, economics, creativity and technology through innovative media systems.

10.

Profile of the programme		
Study content: discipline(s)/subject area(s)	**Orientation of the programme**	**Distinctive features**
General subjects of university studies make 6 credits. Subjects of the field of studies are theoretical and professional subjects of special education providing knowledge and abilities necessary for the acquisition of the higher education qualification in the quantity of 180 credits.	The program provides a broad academic education in the field of branding and advertising management, as well as preparing business professionals	The program focuses on the identification of the most relevant modern branding and advertising management problems, their research and identification of rational solutions and entrepreneurship education. The program provides practical satisfaction of the needs of the business sector by training highly qualified specialists in brand and advertising management process management in the business sector.
Qualification requirements and regulations		
According to the Description of the Lithuanian Qualifications Framework level VI qualifications are acquired by way of undergraduate (I cycle) studies at universities. The qualification is related to complex activities which are characterized by a variety of tasks and contents. In solving problems in different areas of professional activities, a variety of means and methods is applied. The performance implies application of broad theoretical knowledge built on the results of recent fundamental and applied research or knowledge needed for implementation of innovations. The activities are performed independently, with a free choice of methods of performance and with managing task groups for the implementation of the task. That is the reason why qualification of this level includes the ability to plan activities with consideration of the tasks set, to analyse and record the results of one's own activity outcomes, as well as to submit reports to the coordinating persons; to correct one's activities with regard to the analysis of the activity results and recommendations of experts and to implement varied project activities. The environment of the activities requires adapting to continuous and unpredictable change, which is caused by the progress of knowledge and technology in a specific area of professional field. The qualification allows to improve and develop knowledge in the professional area and, following the self-assessment, to learn individually (to develop cognitive competences), as caused by the constant change of professional activities. The project of the business study field is publicized here: https://www.skvc.lt/default/lt/teisine-informacija/ta_projektai/studiju-krypciu-aprasu-projektai-		

11.

Admission requirements	**Specific arrangements for recognition of prior learning**	**Specific requirements for graduation**
Enrolment into undergraduate studies is carried out on the basis of competition, with high education attainment, academic achievements and results of entrance exams (in those cases that those exams are organised) and other criterions formulated by MRU taken into consideration. Higher education organisations (together with the Ministry of Education and Science) identify principles of composition of a score for competition according to directions of studies and also identify the main subject. Information on regulations and the composition of a competitive score is	Procedure for Recognition of Academic Credits at Mykolas Romeris University "https://intranet.mruni.eu/mru_lt_dok umentai/centrai/akademiniu_reikalu_ centras/teises_aktai/Studiju%20kredit u%20prip.tv._ENG%20porfolio.pdf" establishes the principles and procedure for the recognition of learning outcomes achieved by a person in other Lithuanian and foreign higher education institutions and in the non-formal and informal learning competencies, related to higher education, and the recognition of study credits at Mykolas Romeris University.	- Collect 180 credits (compulsory subjects 27 (150 credits)); - Carry out practice (15 credits); - Develop and defend Bachelor's thesis (15 credits).

available: https://www.mruni.eu/en/requirement-for-accession/		

12.

Access to further studies
Access to the second cycle studies

13.

Occupational profiles of graduates with examples
Employment Opportunities for Graduates: • TV and production companies, graphic design studios linking the activities with the implementation of branding and advertising content creation projects; • Advertising agencies where the activities are focused on the digital environment by more active application of modern and integrated technologies and techniques; • Project Manager's assistants and General Managers, Project Managers in advertising production, publishing, media, companies providing interactive services, advertising departments of various business enterprises; • Freelance consultants, Influencers for individuals and/or companies by developing branding and promotion strategies on social media.

14.

Teaching and learning methods	Assessment methods
Lectures; Seminars/training exercises; Studies of scientific literature or empiric data; Interactive learning methods; Group discussion Problem-based learning; Case studies.	Exam/final test; Colloquium/test; Written papers; Activeness during the lectures/seminar; Individual/group homework; Individual/group project; Presentation(-s).

15.

	Generic competences	Programme learning outcomes
1.	evaluate and apply the relevant integrated knowledge of other related and close fields to the main fields of branding and advertising management	
2.	solve problematic situations of branding and advertising management in new, unknown or dynamic collaborative environments in a broader context	
3.	independently prepare a research plan, study and analyze scientific literature, systematize and summarize information using modern analytical methods, evaluate the results of branding and advertising impact on markets and society, discover new facts, draw conclusions, make suggestions and recommendations	

4.	select appropriate quantitative and/or qualitative research methods for the analysis of the problem situation, to apply them and present the obtained data in the appropriate form for the research object	
5.	apply creative solutions by understanding the social and psychological nuances of individual development, to know the principles of self-development and to be able to apply them in team activities in the socio-economic environments of dynamic markets	
Subject specific competences		**Programme learning outcomes**
6.	apply innovative theories of advertising management science, branding methods and techniques	
7.	evaluate the branding and advertising business environment, opportunities and features	
8.	design and implement a brand and advertising campaign, projects, brand and advertising creative strategies and individual processes, to provide consultations on issues related to these activities	
9.	independently initiate branding development and advertising projects, focus the team on the project, lead the project team, plan and implement managerial activities for the implementation of advertising products	
10.	be purposefully and independently interested in the achievements of advertising management science, the latest branding methodologies and practical techniques, their tendencies and perspectives worldwide	

16. COURSE STRUCTURE DIAGRAM WITH CREDITS

Code	Course units	ECTS credits	Student's workload	Contact work hours	Independent work hours	Programme competences				
						Key learning outcomes				
1st YEAR		60	1620	648	972	1 SEMESTER	30	810	316	494	Compulsory course units