

STUDY PROGRAMME DATA

No	Parameters	Data
1.	Name of a study programme	Digital Marketing Communication
2.	Qualification to be awarded, code	Professional Bachelor of Business Management, KVALLAIP00813
3.	Institution that has performed accreditation, accreditation term	Centre for Quality Assessment in Higher Education
4.	Accreditation order, term	2017-08-09, Nr. SV6-33, 2022-06-30
5.	Place of delivery of a study programme	Klaipeda State University of Applied Science, code 111968056, www.kvk.lt
6.	Summary of Profile of a Study Programme	<p>General Description:</p> <p><i>Objective(s) of a study programme:</i></p> <p>To educate highly qualified specialists of digital marketing communication who are able to apply broad creative and critical thinking, and a positive attitude to continuous personal and professional development; who are able to use digital technologies to create integrated purposeful and measurable communication and to effectively manage digital marketing tools.</p> <p><i>Learning outcomes:</i></p> <ol style="list-style-type: none"> 1. Knows digital marketing communication theories and legal regulation of activities. 2. Carries out research and analyzes consumer needs, prospective customer groups, customer loyalty and sales volume. 3. Evaluates the effectiveness of digital marketing communication in regard to consumers and business. 4. Creates added value of digital marketing communication in the Company. 5. Prepares digital marketing communication plans and strategies to meet the objectives of a company. 6. Manages digital marketing communication tools and dissemination channels. 7. Communicates in the mother tongue and a foreign language in the spoken and written modes. 8. Applies professional knowledge to organizing one's own work and that of divisions working independently and in a team. <p><i>Activities of teaching and learning:</i></p> <p>(The study programme) is oriented to the development of generic and specialist competences and creativity: lectures, seminars, discussions, individual and group projects, practice, case studies, public presentation and defense of projects, mind-maps, problem - solving reading, writing articles, information search and systematizing, etc.</p> <p><i>Methods of student achievement assessment:</i></p> <p>The assessment of the learning outcomes of the</p>

		<p>study programme is carried out during the semester and the examination session applying a cumulative assessment system. During the semester, the learning outcomes are assessed by means of interim assignments: tests, individual and group projects, case studies, information search and systematizing, discussions, essays, independent creative tasks, seminars, term papers, practice reports, examinations, final projects and / or qualifying exams.</p>
		<p>Framework:</p>
		<p><i>Study subjects (modules), practical training:</i></p>
		<p>Study subjects (111 credits): Psychology of Communication, Business Ethics, Basics of Economics, Basics of Marketing, Consumer Behavior Online, Creativity Development, Business Communication, Professional Foreign Language 1 (English, German), Graphic Design, Management of Social Media, Media Communication, Methodology of Applied Research, Business Statistics, Digital Advertising and Sales Promotion, Digital Content Management, Brand Management, Online Research, Customer Relationship Management, Creative Writing, Pricing and Marketing Finance, Business Law, Mobile Marketing.</p>
		<p>Optional subjects (6 credits).</p>
		<p>Practices (54 credits): Introductory Specialist Practice in a Company, Intership of Electronic Commerce, Intership in Simulation Enterprise, , Specialised Skills Training Practice, Intership of Planning of Integrated Marketing Communication, Final Practice.</p>
		<p>Graduation Paper (9 credits).</p>
		<p><i>Specializations:</i></p>
		<p>-</p>
		<p><i>Optional courses:</i></p>
		<p>It is possible: - to select optional subjects.</p>
		<p><i>Distinctive features of a study programme:</i></p>
		<p>This new and innovative programme is the only Professional Bachelor's programme in Lithuania. Digital marketing communication is one of the most promising areas of marketing whose development in the market is gaining momentum, and there are good career prospects for the specialists in both local and international markets.</p>
		<p>Access to professional activity or further study:</p>
		<p><i>Access to professional activity:</i></p>
		<p>The graduates will be able to work as marketing (digital/traditional) specialists in a variety of business environments – from small businesses to</p>

		large companies, in nonprofit organizations, and state public institutions, or work freelance.
		<i>Access to further study:</i>
		Access to the second cycle studies upon meeting requirements set by the accepting higher education institution.

Name of institution: Klaipeda State University of Applied Sciences

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