

## HIGHER EDUCATION STUDIES IN ENGLISH – FOR FUTURE MARKETING GURUS

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Traditional competences and textbook knowledge are not enough for a marketing specialist, one must feel the market, understand the needs of consumers, and most importantly, to be able to generate and implement ideas. For a true marketing expert it is really vitally important to feel the future trends and offer what customers will actually need. Nowadays modern marketing is not only moving forward in the direction of satisfying consumer needs, but also formulates new consumer desires. That means – it actually creates a product or a service that is unknown to the consumer, but when offered, it is desired and bought by him or her. Generating new consumer needs is a true calling of a marketing specialist. **WHY IS IT WORTH STUDYING INTERNATIONAL MARKETING AND BRANDING?** Satisfying unfamiliar customers may be the same as shooting at a target blindfolded. International Marketing studies will help to recognise the customers of various countries, to learn their differences and similarities. Mastering the most modern marketing technologies will help to introduce such products and services to the market, which could not be resisted by customers. **ABOUT JOINT DEGREE** Joint degree programmes are study programmes implemented together with foreign partners in full agreement of study content and implementation conditions. Students, who complete the studies successfully and spend the established part of study period in partner institutions, receive a joint diploma of both educational institutions. **JOINT DEGREE IN INTERNATIONAL MARKETING AND BRANDING** is implemented together with the partner in Poland University of Economy in Bydgoszcz (WSG). Choose this programme and you will get an opportunity to study in two countries and two institutions (Lithuania – Poland – Lithuania). You will be granted a joint diploma from the both institutions. All international study programmes last 3 years and totals 180 (ECTS) credits. Graduates from this study programme receive a Professional Bachelor's Degree. If desired, you may continue your studies at any university around the world, as the SMK credits are fully transferable and accepted not only in the entire EU but also all over the world. The SMK intensively cooperates with European, Asian and American higher education institutions where you can spend a part of your studies according to bilateral cooperation agreements. **MOBILITY OF STUDIES** The duration of studies – 3 years: the first study year – studies take place in SMK University of Applied Social Sciences (SMK) in Lithuania. The second study year – studies are implemented in Poland University of Economy in Bydgoszcz (WSG). The third study year – studies are implemented in SMK University of Applied Social Sciences (SMK) in Lithuania. **ADMISSION** International students have to submit their School Leaving Certificate or a Higher Education Institution Diploma and its supplement for competitive score calculation. These documents have to be submitted to the Centre for Quality Assessment in Higher Education (SKVC) of the Republic of Lithuania, and approved by it that a person has acquired education not less than a secondary or its equivalent in non-Lithuanian schools. Students, who apply to the studies implemented by the SMK, have to submit a School Leaving Certificate or Higher Education Institution Diploma with a cumulative grade point average not less than 60 percent. The English language knowledge of a student and motivation to study at the SMK University of Applied Social Sciences will be tested during an interview in English (possible on Skype). Documents required for the application\*:

- An application form;
- A Copy of a valid Passport;
- A Copy of a School Leaving Certificate or a College Diploma;
- A Copy of the document confirming the applicant's knowledge of English at Upper Intermediate level – B2 (e.g. TOEFL, IELTS or any other adequate certificate);
- A motivational essay;
- A teacher recommendation. \*Application fee: 100 EUR Health Insurance and Visa International students are required to have medical insurance in case medical treatment is needed. Students from outside the EU are required to obtain visas to enter Lithuania. The SMK International Relations Department assists such students to complete all the procedures by mediating with the Lithuanian Embassies abroad. The Joint Degree Study Programme "INTERNATIONAL MARKETING AND BRANDING" is implemented in accordance with the project of PI SMK University of Applied Social Sciences "A development and implementation of internationalization of Joint Degree International Marketing and Branding Study Programme" (No.: VP1-2.2.-SMM-07-K-02-086), funded in accordance with the means VP1-2.2.-SMM-07-K "Improvement of study quality, development of Internationalization" of priority 2 "Life-long Learning" of the Action Programme of Human Relations Development 2007 – 2013. More information: <http://www.smk.lt/en/admission/studies/joint-degree-in-international-marketing-and-branding>