



**MINISTER OF EDUCATION, SCIENCE AND SPORT OF THE REPUBLIC
OF LITHUANIA**

**ORDER
ON APPROVAL OF THE DESCRIPTOR OF THE STUDY FIELD OF MARKETING**

11 October 2021 No. V-1861
Vilnius

In accordance with Paragraph 11 of Article 53 of the Law on Higher Education and Research of the Republic of Lithuania:

1. I approve the Descriptor of the Study Field of Marketing (enclosed).
2. I determine that the higher education institutions have to adjust their study programmes to the Descriptor of the Study Field of Marketing approved by Clause 1 hereby until 01 September 2022.

Minister of Education, Science and

Jurgita Šiugždiniė

APPROVED
by Order No. V-1861 of the Minister of
Education, Science and Sport of the
Republic of Lithuania of 11 October 2021

DESCRIPTOR OF THE STUDY FIELD OF MARKETING

CHAPTER I GENERAL PROVISIONS

1. The Descriptor of the Study Field of Marketing (hereinafter – Descriptor) regulates the special requirements for the study programmes in the study field of Marketing (L05) that belongs to the group of study fields of Business and Public Administration (L). The Descriptor regulates the study field of marketing (hereinafter – marketing field) in the scope not covered by the General Requirements for the Studies approved by Order No. V-1168 of the Minister of Education and Science of the Republic of Lithuania of 30 December 2016 “On approval of the General Requirements for the Studies.”

2. The Descriptor was prepared in consideration of the AACSB (Association to Advance Collegiate Schools of Business) recommendations 2013 on Eligibility Procedures and Accreditation Standards for Business Accreditation (edition of 01 July 2018), the Guidelines of the European Quality Network (EQUAL) for undergraduate degrees in general business and management..

3. The Descriptor’s requirements shall be applied for college study programmes and university study programmes of the first and second cycles in the field of marketing that may be conducted as full-time or part-time studies.

4. The studies in the field of marketing may be provided as interdisciplinary studies only if the learning outcomes characteristic to the marketing study programme are achieved in full. The integrity of these subjects in the study process and significance of the provided knowledge and skills for marketing specialist have to be substantiated well in the structure of the study programme.

5. The marketing study programmes in two fields are possible only in the first cycle, provided the volume of the study programme is 240 credits. The study programme in two fields has to satisfy all the requirements of descriptors of both study fields and assure achievement of learning outcomes of both fields.

6. There are no special requirements established in the Descriptor for the persons applying to the studies of the first cycle.

7. The persons may be admitted to the studies of the second cycle in the field of marketing:

7.1. if they have completed the university studies of the first cycle in the group of study fields of Business and Public Administration or Social Sciences conforming to particularity of the selected study programme, and if they satisfy the requirements established by the respective higher education school;

7.2. if they have completed the university studies of the first cycle in other fields and bridging courses of the subjects complying to the particularity of the study programmes of management, the list and content whereof are determined by the higher education institution;

7.3. if they have completed the college studies in the group of study fields of Business and Public Administration or Social Sciences and bridging courses, the list and content whereof are determined by the higher education institution.

8. The purpose of the studies in marketing field is to grant the opportunity to the students to acquire contemporary marketing skills and knowledge, to apply this knowledge in the wide professional field, to offer suitable measures if marketing and consumer behaviour analysis to the students, to train their ability to solve theoretical and practical marketing problems, to carry out research, to strengthen general skills of the students, and to provide them with the opportunity to continue studies in marketing and related fields.

9. The persons, who complete the studies in the marketing field, receive professional bachelor's / bachelor's /master's degree in business management that is in conformity with the sixth/ seventh level of the Lithuanian Qualifications Framework and the European Qualifications Framework for lifelong learning, and the first/ second cycle of the Framework for Qualifications of the European Higher Education Area, and is attested by the diploma of professional bachelor / bachelor/ master and diploma supplement issued by a higher education institution.

CHAPTER II CONCEPT AND SCOPE OF THE STUDY FIELD

10. Marketing as an object of studies includes the activities of individuals and organisations, in the course of which the value propositions are established, created, communicated and conveyed to consumers and other interested groups.

11. The management field is closely related to the studies of business, management, economics, communication, psychology, sociology, law, statistics, and other fields, because it is based on knowledge and achievements in these fields.

12. The marketing studies have to disclose complexity of the marketing activities and their changes on various levels (corporate, national, international, regional and global). The interpretation and understanding of marketing activities have to be based on variety of theoretical approaches and discussions, while the research has to be based on application and/or adjustment of different methodologies. Interdisciplinarity is characteristic to management studies. The activities in the marketing field are described in general by the international professional standard *CIM Professional Marketing Competencies* of the Chartered Institute of Marketing and the standard of professional marketing competences of the Lithuanian Marketing Association (LiMA), both of which conform to the system of the European Marketing Confederation, *The European Marketing Certification and Qualification (EMCQ) framework*.

13. The main elements of the content of the studies in marketing field are the following:

13.1. knowledge and skills necessary for marketing activities in the national and global markets;

13.2. training of the need to take interest in the new of marketing field, to be able to apply it in various circumstances, to combine them with knowledge in business and public administration and social studies, and to understand the importance and impact of the marketing decisions for the organisation's activities;

13.3. training of wide erudition, creative and critical thinking;

13.4. training of the need to develop professional competence through life-long learning.

14. The graduates of the studies of marketing field will be able to work in industrial, commercial or service enterprises, to carry out marketing, communication and sale activities, and to work in national and international institutions and business consultation companies. The marketing specialists may consult politicians and political parties, and to work in non-profit making organisations:

14.1. the graduates of the college and university studies of the first cycle will be able to work as marketing specialists in the aforementioned organisations and to create own business. The studies may be continued in the second cycle according to the study programmes of business and public administration and other study fields;

14.2. the graduates of the studies of the second cycle will be able to work as marketing leaders and top-level specialists in the aforementioned organisations, as teachers in higher education institutions, to create own business, or to continue PhD studies.

CHAPTER III GENERAL AND SPECIAL LEARNING OUTCOMES

15. At the completion of the studies in business field, the graduates will be able:

15.1. to understand and satisfy the users' needs, to create, communicate and provide the value to target users, increasing benefit to the organisation at the same time;

15.2. to form marketing insights based on marketing methodologies, models, research and data, and to make reasoned marketing decisions;

15.3. to find, process, analyse, interpret and use the information needed for professional activities, and to formulate the analysis' conclusions;

15.4. to contribute to achievements of the organisation's objectives and sustainable development of organisation, while implementing marketing activities;

15.5. to understand and analyse the changes and tendencies in the consumers' behaviour;

15.6. to express ideas in writing and orally on the marketing topics, to take part in discussions with professionals and other interested groups;

15.7. to improve personal professional marketing competence, to endeavour at personal and professional growth, to act in compliance with professional ethics and values, and to learn all lifelong.

16. While studying marketing, the persons have to develop personal, social, research, and field-specific skills.

17. The profiles of marketing specialists prepared according to the study programmes of professional bachelor, bachelor and master differ:

17.1. the marketing specialists prepared according to the college study programmes are able to work as marketing specialists in organisations, to perform the marketing functions and to execute the assigned activities that demand for basic marketing skills and ability to apply them in the assigned field of activities;

17.2. the marketing specialists prepared according to the study programmes of the first cycle are able to work as marketing specialists in organisations, to perform complex marketing tasks and functions that need knowledge of the latest marketing theories, their systemic and innovative application in practice;

17.3. the activities of the marketing specialists prepared according to the university study programmes of the second cycle have to be based on learning about the latest developments of marketing science and research, and ability to assess and manage the marketing activities critically in practical work of the organisations.

18. At the completion of the college studies, the following learning outcomes have to be achieved:

18.1. knowledge and its application. The person:

18.1.1. knows and understands main concepts and principles of marketing, based on basic marketing theories and models, and is able to apply the acquired marketing knowledge in professional activities and to examine the practical situations;

18.1.2. is able to recognise essential principles of business and public administration, understands the marketing purpose in the organisation's activities, and is able to apply this knowledge while analysing practical situations on the administrator's level;

18.2. skills to carry out research. The person:

18.2.1. is able to perform practice-oriented empirical research of marketing and business environment, by applying the acquired knowledge of marketing, business and public management;

18.2.2. is able to collect, systemise and analyse the secondary data;

18.2.3. is able to make generalisations on the basis of the analysis performed in the marketing field and to form conclusions;

18.3. field-specific skills. The person:

18.3.1. understand the principles and process of marketing planning, is able to perform the assigned functions of segmenting, positioning, and preparation of particular plans of marketing actions;

18.3.2. is able to interpret the regularities of consumer behaviour, while analysing the organisation's markets;

18.3.3. is able to define a concept of value, while analysing the assortment of the organisation's goods and to perform the assignment management functions, as well as to relate them to marketing;

18.3.4. is able to explain the features of communication means of integrated marketing and to assess their suitability for particular situations;

18.3.5. understands the peculiarities of distribution channels of the goods, is able to assess the logistic and sale possibilities in the multi-channel environment, and to keep contacts with partners and customers;

18.3.6. is able to choose the digital marketing measures and to perform the assigned functions of execution of digital marketing processes on the operational level;

18.4. social skills. The person:

18.4.1. is able to communicate and collaborate with specialists of various fields and group representatives, and to form a full-rate communication relation with them;

18.4.2. is able to work in team, to assume responsibility for quality of own activities, to follow the principles of social justice, professional ethics and civil consciousness in the professional activities, and to foster ethnocultural and intercultural relations;

18.4.3. is able to express smoothly and consistently thoughts in writing and orally, to communicate effectively in professional environment in at least one foreign language;

18.4.4. is able to discuss on relevant professional issues, to develop and strengthen the marketing professional skills;

18.5. personal skills. The person:

18.5.1. is able to assess critically and to reflect own professional activities, and understands the importance of life-long learning;

18.5.2. is able to apply the professional skills acquired in the course of formal and informal education, to make decisions independently and responsibly, when it is necessary to act in typical situations;

18.5.3. understands moral responsibility for impact of own activities and their results on the society, economic, cultural development, welfare, and environment.

19. At the completion of the university studies of the first cycle, the following learning outcomes have to be achieved:

19.1. knowledge and its application. The person:

19.1.1. knows main economic and management theories and is able to integrate them into the marketing decisions;

19.1.2. knows the theories of marketing and consumer behaviour, is able to learn them in a complex mode and to adjust them for analysis of the phenomena of professional activities;

19.1.3. knows the marketing functions, activities and methods, is able to apply them systematically and innovatively in the practical activities of the companies, and to take the changing needs of consumers and business environment into consideration;

19.1.4. is able to apply the latest marketing knowledge in interdisciplinary studies or in the professional activities, to analyse and perform complex assessments of the activities within the international business context;

19.2. skills to carry out research. The person:

19.2.1. is able to plan and carry out the empirical marketing research, to apply the data collection and analysis methods, to formulate the research conclusions, and to use the developments of scientific and applied research;

19.2.2. is able to collect, analyse and interpret secondary data, to assess business environment and markets, and to see their perspectives;

19.2.3. is able to process the research results using the qualitative and quantitative data analysis methods, to interpret them, and to relate them to marketing actions;

19.3. field-specific skills. The person:

19.3.1. is able to adjust the conceptual knowledge of main marketing fields, by analysing the fitness of marketing actions with each other, and to make recommendations for their improvement;

19.3.2. is able to interpret the factors of consumer behaviour and to assess the behaviour of target consumers within the context of value propositions of the organisation;

19.3.3. is able to define the consistency of planning of marketing actions, to analyse, plan and assess the marketing actions and communication campaigns;

19.3.4. is able to apply the innovative measures and decisions to solve the marketing problems;

19.3.5. is able to identify the intercultural peculiarities and to take them into consideration, while planning the marketing actions for international business;

19.3.6. is able to assess marketing decisions in ethical, social, legal, and economic aspects;

19.4. social skills. The person:

19.4.1. has social skills to convey marketing knowledge and understanding to the colleagues, to assume responsibility for quality of own and team's work, to act in compliance with professional ethics and civil consciousness;

19.4.2. is able to communicate efficiently in writing and orally, to use appropriate Lithuanian and international marketing terminology;

19.4.3. is able to discuss constructively and to work in team, as well as to show tolerance in multicultural environment;

19.4.4. is able to organise the team work, to communicate efficiently with colleagues and groups of interests;

19.5. personal skills. The person:

19.5.1. is able to assess critically own professional practice and that of the colleagues, understands material responsibility for impact of own activities and its results on the public, economic, cultural development, welfare and environment;

19.5.2. assumes responsibility for continuous learning and professional development through formal and informal education;

19.5.3. is able to work responsibly and independently, to make creative and innovative decisions in case of difficult situations.

20. At the completion of the university studies of the second cycle, the following learning outcomes have to be achieved:

20.1. knowledge and its application. The person:

20.1.1. knows and is able to apply the relevant theories of social sciences in marketing, is able to learn and assess theoretical and professional practical phenomena of marketing in the uncertainty conditions in a complex and systematic mode;

20.1.2. knows the latest models of consumer behaviour, their research methods, assesses their possibilities and restrictions; has knowledge related to consumer behaviour from the fields of the organisation's activities close to marketing;

20.1.3. has fundamental and applied-research-based knowledge that enables to create and/or apply original marketing ideas for solution of theoretical and practical problems;

20.1.4. has classical and contemporary skills of marketing and related management of the organisation's functions, and is able to apply them in the national and local environment, and to match properly the marketing-related functions of the organisation;

20.2. skills to carry out research. The person:

20.2.1. is able to analyse and assess critically the research results, to formulate the arguments and preconditions, to apply marketing models, and to carry out research;

20.2.2. is able to systemise and evaluate the information received from different sources and needed for research on the chosen topic, to make alternative marketing decisions, and to determine their potential impact;

20.2.3. is able to process and interpret the research results, to apply the qualitative and quantitative data analysis methods, and to relate them to marketing actions in a complex way;

20.2.4. is able to initiate, organise and to carry out independently the research, to interpret its results in the interdisciplinary approach from national and global perspective;

20.3. field-specific skills. The person:

20.3.1. is able to apply the research-based knowledge in marketing and to assess critically the marketing results within the context of the organisation's strategy;

20.3.2. is able to analyse and assess critically the behaviour of consumers, and to apply the research results;

20.3.3. is able to plan the marketing activities in the complex mode, to foresee the strategical objectives in local and global companies;

20.3.4. is able to solve appropriately complex marketing tasks in a new and unknown environment (by having the limited information in own disposition, by introducing innovative measures and decisions, by matching the knowledge of several subjects, and following the principles of social responsibility);

20.3.5. is able to initiate and lead the work of multifunctional teams, while developing innovative value proposition for consumers and pursuing the organisation's objectives;

20.4. social skills. The person:

20.4.1. is able to organise and carry out the research work individually and in groups, to assess the efficiency of team work, to analyse the principles of group's formation, conveyance and management of tasks, and to act in compliance with professional ethics and civil consciousness;

20.4.2. is able to communicate smoothly and consistently orally and in writing with marketing specialists and other interested persons, to discuss relevant marketing practical and theoretical issues, including presentation of ideas, consultations, and expert evaluation, and to use appropriate Lithuanian and international marketing terminology;

20.4.3. is able to supervise organisation and implementation of marketing plans and projects in the multicultural environment, and to assess effectiveness of team work;

20.5. personal skills. The person:

20.5.1. is able to demonstrate the skills of systemic and strategic thinking, to make innovative decisions based on assessment of opportunities and consequences, understands moral and social responsibility for own activities and their ethical consequences;

20.5.2. is able to initiate professional and scientific activities, to choose the development direction, and to learn independently continuously;

20.5.3. is able to make independent decisions in case of difficult situations.

CHAPTER IV TEACHING, LEARNING AND ASSESSMENT

21. The principle of life-long learning should be implemented in the teaching and learning process. The programme, its content and didactic system should motivate the students to use various resources and sources of knowledge acquisition, and the teaching staff should be motivated to integrate novelties into the teaching and learning process.

22. Teaching has to be based on contemporary and relevant content of research and practical achievements of marketing and the taught subject. The teachers have to understand the didactic system of the study programme and to create the content of particular subject/module in consideration to the study programme, to which the respective subject/module belongs. They have to be able to choose the appropriate methods of teaching and assessment of students' achievements that would be oriented to students.

23. Learning has to be based on active learning of the student, the student's endeavours at individual learning and readiness to assume responsibility for the learning outcomes.

24. The didactic system of the study programme has to cover flexible application of assessment methods in search for integrated didactic solutions and aiming to provide the students with theoretical skills and to train their field-specific, research, social, and personal skills.

25. The chosen study methods have to assure the possibilities too achieve the learning outcomes of the study programme. Depending on the particularity of the programme and subject/module, the following study methods may be applied: traditional and interactive lecture, discussion, case analysis, learning based on problem solution, learning based on cooperation,

formation of maps of ideas (thoughts) and concepts, role plays, individual and group (team) project, application of software that discloses extra content of the taught subject, etc. The same methods may be applied in different cycles of studies; however, their application in the second cycle has to be linked to deeper understanding of the content and more complex tasks, to encourage the student to present own insights independently, critically and responsibly, and to integrate competences of various fields.

26. In the programmes of marketing field, the priority is given to the teaching and learning methods that:

26.1. assure provision of knowledge and training of cognitive skills, using the oral, video and practical-activity-based sources in the interactive lectures, for discussions, observation and modelling of the situations;

26.2. are based on active activities of the students, development of analytic and creative skills, and encouragement of independent learning. It is especially important to link them to real situations and problems and to train the students' abilities to solve the problems with the help of gained experience;

26.3. enable integration of information technologies into the process of studies;

26.4. are of investigatory character and are related to search of information, its analysis, synthesis and data interpretations;

26.5. train personal and social skills through spread of achieved outcomes in higher education institutions and other institutions.

27. The assessment system has to cover the assessment methods that allow monitoring the achievements of the studied subject/module and to assess the students' knowledge and skills coherently. The assessment methods have to be clearly linked with the content of the subject/module and the applied study methods. Possible assessment methods of the students' achievements: test, task of problematic solutions (report), examination, essay, analysis of the scientific article (text), presentation (oral, illustrated, stand), report on practical training or project, peer assessment, self-assessment, etc.

28. The assessment of knowledge and skills described in the learning outcomes of the studied subject/module has to be based on the principle of objectivity. The assessments have to be based on clearly formulated criteria that are known in advance and followed by constructive comments (feedback). When the assessment criteria are formulated, the lowest achievement level complying to the lowest positive evaluation has to be indicated. When the student's achievements are assessed, it is recommended to apply the cumulative score.

CHAPTER V

REQUIREMENTS FOR IMPLEMENTATION OF STUDY PROGRAMMES

29. The study programme has to be relevant, to comply with the level of research and study field, and it has to be improved and updated all the time. The executors of studies have to make sure that the study programme covers innovative topics, and that the students are motivated to see the perspectives of development of the study field and professional activities.

30. The purpose and learning outcomes of the study programme have to be clear and accessible. They have to reveal the particularity, specifics and scope of the study programme. The structure of the study programme has to reveal the essence of marketing and peculiarities of certain study programme.

31. The following requirements are set for teaching of the study programmes in the study field of marketing:

31.1. the subjects in the study programmes in the marketing field of the college and university studies of the first cycle may be taught by persons, who have at least the master's degree or an equivalent higher education qualification, and whose academic and/or practical activities are related to the subjects in the field of marketing. Practical assignments (practical works, workshops,

practical training (internship) of students, etc.) at college can be supervised by a person who has at least the bachelor's or professional bachelor's degree;

31.2. at least 10 percent of the teachers of college study programme of marketing field must have PhD, where the field of research activities has to correspond to the subjects they teach, or they have to be recognised artists. At least 50 percent of the teachers in the marketing field must have at least 3 years of practical work experience in the field of taught subject/module;

31.3. at least 50 percent of the teachers of university study programmes of the first cycle of business field must have PhD, where the field of research activities has to be related to marketing, management, or other research fields close to the taught subject/module, who would publish their findings in scientific publications; or these teachers have to be recognised artists;

31.4. at least 80 percent of the teachers of university study programmes of the second cycle of business field must have PhD, where the field of research activities has to be related to marketing, management, economics, or other research fields close to the taught subject/module, who would publish their findings in scientific publications. Other teachers may be practitioners, who would have gained at least 3 years of practical work experience in the field of taught applied subjects in the last 7 years. At least 20 percent of the volume of the subjects in the study field of marketing has to be taught by teachers, who have a title of professor.

32. Practical training is an integral part of the studies of the first cycle in the marketing field. The purpose of practical training is to develop the student's abilities to link the theoretical knowledge with solution of practical problems. The higher education institution has to suggest a list of possible places for the practical training to the students. The student may find a place for practical training himself / herself, upon approval of the higher education institution. When the institution for practical training is chosen, a trilateral agreement between the student, the higher education institution and the institution of practical training is made.

33. Practical training has to be organised according to the procedure of organisation of practical training prepared by the higher education institution. The idea of cooperation with social partners has to be implemented in the course of organisation of practical training. The practical assignments have to be selected by linking the student's academic preparation to the competence of practical activities. It is recommended to involve the supervisors of practical training in institutions into the process of improvement of organisation of practical training and content of practical assignments.

34. The studies in marketing field of all cycles end in publicly defended final thesis (project). The final thesis (project) has to be based on knowledge and skills acquired in the course of studies and directed to achievement of the learning outcomes of the study programme. The final thesis shall be prepared and defended in accordance with the methodical requirements for preparation and defence of final theses prepared and approved by respective higher education institution.

35. The professional bachelor thesis (project) has to reveal the students' ability to understand and analyse marketing phenomena and processes and to apply creatively the theoretical marketing knowledge and practical skills while solving the marketing problems. At least one member of the assessment commission of the final thesis has to be a professional marketing practitioner (manager/leader).

36. The bachelor thesis (project) has to reveal the students' ability to understand and analyse marketing phenomena and processes and to apply creatively the theoretical knowledge and practical skills while solving the marketing problems; it has to be based on independent applied research, ability to analyse and interpret the research results, to form reasoned research conclusions and recommendations. At least one member of the assessment commission of the final thesis has to be a professional marketing practitioner (manager/leader) or a teacher from another higher education institution that prepares marketing specialists.

37. The master thesis (project) has to be based on analysis, synthesis and critical assessment of research works on the selected topic of the marketing field, independent research, ability to analyse and interpret the research results, to form reasoned research conclusions and recommendations. At least one member of the assessment commission of the final thesis has to be a

professional marketing practitioner (manager/leader) or a researcher from another higher education institution that prepares marketing specialists.

38. The unit implementing the study programme of marketing field must have sufficient material and information sources for qualitative implementation of the study programme. The necessary material and methodical resources are the following:

38.1. the lecture halls have to satisfy the occupational safety and hygiene requirements and they have to be equipped with modern audio and video devices;

38.2. there must be present premises for independent work, group work, and to train the communication skills;

38.3. the number of computers with special software (e.g., qualitative and quantitative data processing measures) has to meet the needs of the studied subject and number of students and/or they have to be accessible, if the students are using personal computers in the higher education institution or other places of studies;

38.4. the scientific literature, textbooks, methodical publications, research reports, reviews and other teaching material have to be available in libraries (reading rooms) and/or in electronic space;

38.5. the information related to studies (descriptors of study programmes and subjects, timetables, etc.) have to be available on the website of the higher education institution or in another electronic space accessible to the students;

38.6. the possibilities to study for students with special needs (with disabilities of vision, hearing or movement) have to be created.
