



University Of Applied Sciences (EKA)

Marketing

Study details

Course type: Bachelor's degree

Degree: Bachelor of Social Sciences in Marketing and Advertising.

Study mode: Full time

Duration: 36 Month

Cost of study

Cost : 2 950 EUR

Reg. fee : 200 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Fall Semester

The study process begins on October 1.

Winter Semester

The study process begins on February 1.

Requirements

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- A copy of a passport;
- If an enrolee has changed name or surname, it is required to provide a copy of the document confirming change of name or surname;
- Notarized copy of general secondary education diploma + transcript of records;
- Notarized copy of higher education diploma + transcript of records – for enrolees entering Master study programs;
- **Copy of International English language certificate (original must be shown upon arrival);**

TOEFL iBT – 72+

TOEFL PBT (paper-based test) - 513+

IELTS - 5.5 - 6.0

TOEIC – 605+

FCE (First Certificate in English) – 160+

CAE (Cambridge Certificate of Advanced English) – 160+

CPE (Cambridge Certificate of Proficiency in English) - 160+

Cambridge English: Business Vantage (BEC Vantage) – 160+

Pearson Test of English Academic (PTE A) – 59+

Cambridge English Linguaskill – 160+

Duolingo - 100+

- If you do not have abovementioned certificate, but your previous education was fully taught in English, please provide a copy of a letter from the educational institution which approves this fact.
- Applicants for Master degree - CV and motivation letter.

Accommodation

At **Fuse**, we don't just give you a place to stay—we give you a place to start living.

We create homes where you can meet new people, build lifelong friendships, engage in exciting events, and belong to a vibrant community. This means you'll have access to exclusive events, clubs, and online spaces where you can find everything from restaurant recommendations to communities that share your interests.

Our online hub offers all the tools you need for a seamless stay! Plus, by actively participating in the community, you can earn rewards and even lower your rent! Our apartments are designed with your comfort in mind—freshly renovated, fully furnished, and equipped with all the amenities you'll need. Located in the heart of Latvia's city center, each apartment is affordable, with pricing that includes utilities and WiFi, so you can focus on what matters most: enjoying your experience.

Choose Fuse and discover a home that's more than just a place to stay—it's a lifestyle!

The **"TOMO" hostel** is located in Riga, Raunas iela 44, within 20 minutes distance from EKA and city center, 5 minutes walking distance from Bikernieku forest park and 2 minutes walking distance from a sports stadium. 20

Every room number is equipped by:

- TV-set
- Wi-Fi Spot
- Shower, WC, sink

For the convenience of our guests we provide the opportunity to use gym, interactive recreation room, shared kitchen, laundry room, hairdresser's salon, parking for bikes and cars.

There is a convenient public transport access to the hostel: the stop is within 3-4 minutes walking distance, and it takes approximately 30-40 minutes to get to EKA.

Duck Republik Student Hotel (Lauvas street 1) is located at 20 minutes walk from the EKA. It's not far from the railway station and the city centre, and there's a beautiful park just around the corner.

Each room in Duck Republik is equipped with a bathroom and a fridge. All the prices include water, electricity, heating, and Wi-Fi, as well as weekly room cleaning. 4 spacious kitchens are shared in the hall. Duck Republik also offers studio rooms with a small kitchen and air conditioner.

Features and amenities:

- Yoga and gym room
- Bar and cafe
- Sony playstation corner
- Billard
- Board games
- Regular events and international community
- Study and socializing common area
- Car parking

Student's Hotel "**Elizium Hotel Riga**" is located straight in the Riga Old Town, 1 minute away from the Parliament of Latvia and less than 1 minute away from The Latvian National Theater. Price from 150 EUR a month. The residence declaration is available straight after deposit payment.

Every room number is equipped by:

- TV-set
- Wi-Fi Spot
- Shower, WC, sink
- Hair dryer, fridge, kettle

There are free mutual laundry, kitchen, 2 dinning areas (inside and outside). A small garden in the yard.

Less than 1 minute away a tram #7 stop. It takes less than 20 minutes till EKA.

The hotel is located in the very center of Riga Old Town, in a center of business and social activities, in a quite yard.

The Central Market, big grocery stores, cafes, workout areas, libraries and the city beach are 3-10 minutes away.

Additional information

Aim:

- To prepare marketing specialists with analytical and systemic thinking, whose knowledge and skills allow to plan and organize marketing activities in an organization.

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|-------------|--|
| Knowledge | <ul style="list-style-type: none"> • Know the concepts and principles of marketing. • Know marketing management principles and technique. |
| Skills | <ul style="list-style-type: none"> • Able to run a marketing department. • Able to provide arguments to discuss the current issues of marketing. • Capable of conducting research and interpret the results about marketing processes within the company. • Able to independently direct the competence development in marketing science. • Able to organize work independently. • Able to work in a team. |
| Competences | <ul style="list-style-type: none"> • Able to collect and analyze marketing information using a variety of methods and information and communication technologies. • Able to make decisions about an organization's marketing activities using various types of information. • Able to find solutions in the course of the research study or to the problems identified by an organization's marketing performance analysis. |

Where to Work?

Graduates of the EKA University of Applied Sciences (EKA) are able to sustain the highest level of competition in labour markets in Latvia and the European Union. Our graduates successfully take manager positions in the sphere of finance, economics, accounting, solve analytical and management problems.

On completing the EKA study programmes, our students find a job in the sphere of manufacturing, in service and trade sectors, tourism companies, banks, insurance and auditing companies, state and municipal institutions, companies and organizations, joint enterprises, branches of foreign companies etc.

Where to Continue Studies/International Studies:

After graduating from the EKA students are able to continue studies at Master degree programmes in Latvia and other countries. That is possible due to international students exchange projects.

The EKA has concluded ERASMUS cooperation agreements with higher educational institutions in France, Italy, Lithuania, Poland, Macedonia, the Netherlands, Slovenia, Spain, Turkey, Germany, and Hungary. Every year list of the EKA University of Applied Sciences partners is expanded with new partners. Every year students and lecturers participate in exchange programmes.

The EKA University of Applied Sciences is a member of the Baltic University Programme that unites 160 universities in 14 countries of the Baltic Sea region.