

Marketing and Sales

BACHELOR'S DEGREE - PROGRAM

Form: Full-time

Study form: Hybrid

Features: Bachelor's degree • From October • English • 6 semesters

City: Chorzów/Katowice



What will you learn?

- You will learn advanced **marketing and sales** techniques that will enable you to effectively promote products and services.
- You will gain practical knowledge of **market analysis** and consumer behaviour to support your business activities.
- You will learn to use modern tools such as **Brand24 and PROWL**, which facilitate PR activities and media monitoring.
- You will develop skills in creating creative **advertising campaigns** that attract attention and build brands.
- You will master effective **online and traditional sales** techniques, helping to achieve business goals.
- You will gain competences in project management, marketing planning, and building **customer relationships**.

Work opportunities

- You will work as a **marketing and sales** specialist in international corporations.
- You will become a market analyst responsible for **marketing research and analysis** supporting business decisions.
- You will develop your career in creative agencies, creating effective **marketing communication strategies**.
- You will work as a **public relations** manager, building the image of companies and organisations.
- You will find employment as an **e-commerce** consultant, helping to develop online shops and sales platforms.
- You will collaborate with project teams, taking part in the **planning and implementation of advertising campaigns**.

Study program

Practical studies

We teach in a way that best prepares you for the real challenges you will encounter in your professional career.

- **Group projects** - real business problems.
- **Simulations** - decision-making in market conditions.



- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – experts from the industry.
- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real situations.

Selected major-specific courses

- Marketing research
- Protection of IP rights
- Philosophy
- Fundamentals of psychology
- Fundamentals of information technology and office applications
- Fundamentals of law
- Fundamentals of management
- Fundamentals of sociology
- Fundamentals of economics
- Fundamentals of marketing
- Foreign language
- Fundamentals of communication
- Brand management
- Organisational studies
- Fundamentals of corporate finance
- Means and techniques of sales
- Negotiations in business
- Marketing communications
- Modern technologies in sales and marketing
- Psychology of sales and marketing
- Project management
- Marketing planning
- Consumer behaviour
- Methods of effective learning and creating projects



- Introduction to the thesis

Selected specialization courses

- Customer care
- E-marketing
- Marketing automation
- Sales strategies and planning
- Distribution logistics on the domestic and international markets
- Public relations
- Sales on social media

Foreign language study

As part of their studies, our students participate in **Polish language classes**. These courses are designed to support everyday communication, facilitate integration into the local environment, and enhance their overall study experience in Poland.

Internships and practical training

Student placements are an important part of the course. Students of undergraduate and long-cycle master's programmes complete **960 hours of placement** (24 weeks), gaining valuable professional experience. If you already work in a role related to your field of study, your employment may count towards the placement requirement. During your studies, you also have the opportunity to take part in a paid internship. Internship programmes are prepared by our partner employers, who tailor the requirements to specific positions, helping you take your first steps in your career.

Study completion requirements

You will work in a team to create a diploma project that addresses a practical or theoretical problem related to your field of study. By researching the literature and conducting your own analyses, you will develop an original proposal for solving the problem. Everything you learn during your studies will enable you to create a professional project based on real data and practical work. To obtain your bachelor's degree, you must defend this project before an examination board. You set the direction of your own project!



Program partners



How to become a WSB Merito University student

You can enroll in a **first degree (e.g. Bachelor's or Engineer's) program** if you have successfully completed your secondary education and have a secondary school-leaving certificate.

[Learn more](#)

Take the first step - register now!

Applicants are admitted on a first-come first-served basis. If you are to complete your secondary education this year, or you are studying for your first degree but have not yet earned it, **you can secure a place with us by signing up online.** Your educational service contract can be drawn up later as you have collected all of the required documents.

[Learn more](#)

Specializations in the Marketing and Sales program

Innovative Marketing

Form: Full-time

Study form: Hybrid

Sales Strategies and Techniques

Form: Full-time

Study form: Hybrid