

Sales Strategies and Techniques

BACHELOR'S DEGREE - SPECIALITY

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 techniques of direct and indirect sales, **developing your negotiation and communication skills**.
- You will understand different types of clients and learn how to **tailor your offer to their needs**.
- You will discover how to apply knowledge of **psychology in sales** to increase the effectiveness of your actions.
- You will learn to use the latest tools such as **CRM, Xtensio, and Saleshandy**, which support sales processes.
- You will master the creation and management of **sales structures**, developing your team management skills.
- You will acquire the ability to conduct **business negotiations**, ensuring favourable cooperation terms.

Work opportunities

- Start your career as a **sales specialist**, responsible for achieving the company's sales targets.
- Become a **sales team leader**, managing sales activities and leading a team of sales representatives.
- Work as an **account manager**, building relationships with key clients and expanding their portfolio.
- Develop your career as a **sales representative**, managing customer relations within a designated area.
- Find employment as an **export specialist**, expanding the company's operations into international markets.
- Gain experience as a **product manager**, developing sales strategies for the company's products.

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** – industry experts.



- **Modern tools** – current technologies.
- **Case studies** – analysis of real cases.

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

- Sales strategies and planning
- Trade virtualization
- Merchandising
- Domestic, cross-border and international trade
- Managing the marketing agency based on the REVAS business simulation
- Advertising mediums and techniques
- Distribution logistics on the domestic and international markets
- Sales techniques
- Public relations
- Customer service
- 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 internships are an important part of the course. Students of undergraduate and long-cycle master's programmes complete **960 hours of internships** (24 weeks), gaining professional experience. If you already work in a profession related to your field of study, you may have your internship credited based on your employment. During your studies, you also have the opportunity to take part in a paid placement. Internship programmes are prepared by our partner employers, who tailor their requirements to specific positions, making it easier to take your first professional steps.

Study completion requirements

You work in a team on 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 develop an original proposal for solving the problem. Everything you learn during your studies enables you to create a professional project based on real data and actions. To obtain your bachelor's degree, you must defend this project before a committee. You are the one who defines the direction of your project!



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](#)