

# Innovative Marketing

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 how to design **advertising campaigns** that engage audiences and build brand image.
- You will understand how to design the **customer journey**, taking into account both online and offline touchpoints.
- You will learn to use tools such as **Google Analytics, Freshmail** and Hotjar to analyse and optimise marketing activities.
- You will master techniques for building a **brand and social media relationships** in line with current trends.
- You will learn the principles of designing **user-oriented websites**, improving their performance and effectiveness.
- You will gain solid knowledge of **web analytics**, supporting strategic decision-making in marketing.

## Work opportunities

- You will find work as a **marketing specialist**, developing strategies and promotional activities.
- Start your career as an **SEM/SEO specialist**, optimising websites and increasing their visibility in search engines.
- Work as a **digital marketing specialist**, designing online campaigns.
- Develop your career as a **web analyst**, interpreting data and proposing new solutions.
- Open up new opportunities as a **content marketing specialist**, creating engaging content.
- Become a **marketing automation expert**.

## Study program

### Practical studies

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

- **Group projects** - real business challenges.
- **Simulations** - decision-making in real market conditions.
- **Internships and placements** - hands-on experience in companies.
- **Lectures with industry professionals** - insights from market experts.
- **Modern tools** - up-to-date technologies.
- **Case studies** - analysis of real-life examples.



## **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
- Managing the marketing agency based on the Revas business simulation



- Advertising and sales on social media
- Content marketing tools and techniques
- WEB services design and online operations analytics
- WEB search marketing and content optimisation
- Marketing automation
- Public relations

## 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 developed 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 final 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 solution to the problem. Everything you learn during your studies enables you to produce a professional project based on real data and practical experience. To obtain your bachelor's degree, you must defend this project before an examination board. You set the direction of your own 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](#)