

Digital Marketing

MASTER'S DEGREE - SPECIALITY

Form: Full-time • Part-time

Study form: Traditional (on-site)

Features: Master's degree • From October • English • 4 semesters

City: Gdańsk



What will you learn?

- **You will learn to create effective digital marketing strategies**, including activities in search engines, social media, email marketing, and content marketing.
- **You will get to know analytical tools, such as Google Analytics**, which will help you monitor campaign effectiveness and make better marketing decisions.
- **You will find out how to prepare valuable content** that engages customers, builds engagement, and increases the effectiveness of online marketing activities.
- **You will gain knowledge about marketing automation**, enabling you to optimize campaigns and maximize online conversions.
- **You will master the promotion of products and services in digital channels**, such as social media and e-commerce, using trends and innovative technologies.
- **You will learn to optimize marketing activities**, combining knowledge of strategy, analytical data, and modern digital tools.

Work opportunities

- **Become a digital marketing specialist.** Plan online campaigns, optimize activities on social media, and co-create promotional strategies for global brands.
- **Work as a marketing analyst.** Analyze data from tools such as Google Analytics, assess the effectiveness of campaigns, and suggest actions to increase their efficiency.
- **Be an online content coordinator.** Create engaging content that attracts customers, builds engagement, and increases brand visibility.
- **Get hired as an online advertising specialist.** Run advertising campaigns in Google Ads and social media, optimizing budgets and increasing conversions on client websites.
- **Work as an e-commerce manager.** Manage online stores, optimize sales processes, and develop online sales channels in a rapidly changing environment.
- **Become a content marketing strategist.** Build the brand image through engaging content that attracts customers' attention.

Study program

Practical studies

We teach in a way that best prepares you for real-life challenges you will encounter in your professional work.

- **Group projects** – real business problems.



- **Simulations** – decisions 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 cases.

Selected major-specific courses

- Corporate social responsibility
- Management concepts
- Commercial law
- Elements of mathematical statistics
- Psychology in management
- Communication and task delegation in the enterprise
- Methodology of scientific research
- Strategic management
- Economic forecasting
- Process management
- Human resource management
- Operational management
- Financial analysis of the enterprise
- Enterprise management in the international market
- Strategic marketing management
- Search engine marketing – SEM, SEO

Selected specialization courses

- Digital Marketing Strategy
- Social Media Marketing
- Content Marketing
- E-mail Marketing



- SEO and SEM
- Marketing Automation
- Web Analytics

Foreign language study

Industry-specific foreign language for 48 hours during one semester

Internships and practical training

Internships are an important part of the study program. Master's students complete **480 hours of internships throughout their studies**, gaining valuable work experience. If you are employed in a profession relevant to your field of study, you may have your internship credited based on your employment. During your studies, you also have the opportunity for a paid internship. Internship programs are prepared by our partner employers, adapting requirements to specific positions, which makes starting your professional career easier.

This is a program for people

- who want to create and implement effective digital marketing strategies,
- who are interested in social media, e-commerce, and data analysis,
- who want to learn how to plan and automate online campaigns,
- who wish to create engaging content and increase the effectiveness of online activities,
- who aim to work in the modern, dynamic world of internet marketing.

How to become a WSB Merito University student

To be eligible for a **second degree (Master's) program**, you must have completed a prior higher education program concluded with the award of a first degree (Bachelor's or equivalent).

[Learn more](#)

Register online

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. [Create an account or log in](#)