

Marketing and Sales

MASTER'S DEGREE - PROGRAM

Form: Full-time

Study form: Traditional (on-site)

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

City: Łódź



Study program

Practical studies

We teach in a way that best prepares you for the real-world 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** – up-to-date technologies.
- **Case studies** – analysis of real cases.

Selected major-specific courses

- Business plan
- Business ethics
- Managerial skills workshops
- Sustainable development
- Strategic management
- Finance for managers
- International marketing
- Marketing strategies
- Non-profit organisation marketing
- Services marketing
- Consumer behaviour
- Integrated marketing communication
- Psychology in marketing

Selected specialization courses

- Sales team management
- Techniques of persuasion and influence



- Marketplaces as a sales channel
- Virtual enterprises
- Online security
- Comprehensive advertising and communication campaigns

Foreign language study

In the second-cycle **Marketing and Sales** programme, you develop language competences with a focus on specialist language, which significantly increases your value on the labour market. The classes prepare you to operate confidently in an international environment and support your career development in the dynamic world of business.

Internships and practical training

Work placements are an important part of the programme. Master's students complete **480 hours of placements over the entire course of their studies**, gaining professional experience. If you already work in a profession related to your field of study, your employment may be recognised as a placement. During your studies, you also have the opportunity to take up a paid internship. Internship programmes are prepared by our partner employers, who tailor their requirements to specific positions, making it easier to take your first professional steps.

This is a programme for people who:

- want to gain practical skills in analysing, planning and carrying out marketing activities,
- are thinking about a future in an international business environment and want to operate effectively on global markets,
- are interested in new media, digital marketing and modern sales channels, including marketplaces,
- want to gain not only operational but also strategic competences,
- want to build strong communication, ethical and managerial competences,
- want to consciously develop competences in interpersonal and marketing communication, essential for teamwork, negotiations and managing customer relationships.

How to become a WSB Merito University student

To be eligible for a **second degree (Master's) program**, you must have completed a prior

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



higher education program concluded with the award of a first degree (Bachelor's or equivalent).
[Learn more](#)

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](#)

Specializations in the Marketing and Sales program

Marketing in the Digital Economy

Form: Full-time

Study form: Traditional (on-site)