

Marketing in the Digital Economy

MASTER'S DEGREE - SPECIALITY

Form: Full-time

Study form: Traditional (on-site)

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

- Contemporary management concepts
- Business negotiations
- Managerial skills workshops
- Strategic management
- Analysis and interpretation of financial data
- Process management

Selected specialization courses

- Content marketing
- Management in the digital economy
- Online security
- Social media marketing
- Digital trends in marketing strategies
- Comprehensive advertising and communication campaigns



Foreign language study

- During your studies, you will take one core subject in English. In the Management programme, this is **Leadership**.
- In the 4th semester, you will be required to complete a course in English, tailored to your chosen specialisation.
- In addition, you can choose two further courses in this language – a lecture and a class.
- This is an excellent opportunity to develop your language skills and gain knowledge in an international context.

Internships and practical training

Internships are an important part of the programme. Master's students complete a total of **480 hours of internship over the course of their studies**, gaining valuable professional experience. If you already work in a role related to your field of study, you may have the internship recognised on the basis of your employment. During your studies, you also have the opportunity to take up a paid internship. The internship programmes are prepared by our partner employers, who tailor their requirements to specific positions, making it easier for you to take your first professional steps.

This is a programme for people who:

- have leadership skills and would like to become managers in the future,
- are interested in the mechanisms of the psychology of management,
- are good at organising and planning,
- have an analytical mind and do well in quantitative subjects.

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](#)