WSB MERITO UNIVERSITY POZNAN

Marketing and Sales

MASTER'S DEGREE - PROGRAM

Form: Full-time

Study form: Hybrid • Traditional (on-site)

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

City: Poznań

What will you learn?

- You will understand how to create and implement **marketing strategies** that build competitive advantage in a rapidly changing market.
- You will learn to use the **psychology of persuasion** in sales, helping you build lasting relationships with customers.
- You will master sales process management skills, including **market analysis**, sales team management, and action planning.
- You will get to know digital tools such as CRM systems and analytics platforms that support **effective marketing and sales management.**
- You will learn how to run marketing activities in the **nonprofit** sector, adapting strategies to the specific needs of such organisations.
- You will take part in practical workshops, developing your skills in **managing relationships with customers and teams.**

Work opportunities

- You can work as a **marketing specialist**, implementing promotional strategies in large corporations or startups.
- You can take a position as a **sales manager**, leading sales teams and delivering sales targets.
- You can find employment in **advertising agencies**, creating marketing campaigns tailored to clients' needs.
- You will work as a **market analyst**, helping organisations understand consumer trends and optimise their activities.
- You can build a career in **nonprofit organisations**, handling public relations and communication.
- You can start your own company, offering marketing consultancy services and **sales training**.

Study program

Practical studies

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

- **Group projects** – real business problems.
- **Simulations** – decisions in market conditions.
- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – experts from the market.
- **Modern tools** – up-to-date technologies.

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umo wy w rozumieniu art. 66 i nast. kodeksu cywilnego. Zgodnie z art. 160 ust. 3 ustawy z dnia 27 lipca 2005 roku Prawo o szkolnictwie wyższym, umowa między Uniwersytetem WSM Merito we Wrocławiu a studentem zawierana jest w formie pisemnej.

- **Case studies** – analysis of real-life cases.

Selected major-specific courses

- International marketing
- Social marketing
- Strategic management
- Sustainable development
- Ecology (in English)
- Research workshops
- Finance for managers
- Services marketing
- Marketing strategies
- Leadership (in English)
- Philosophy
- Cultural circles and multiculturalism
- Managerial skills training
- Psychology of persuasion

Selected specialization courses

- Digital marketing with elements of AI
- Marketing in digital transformation (Sales in Innovative Enterprise)
- Sales in an innovative enterprise

Foreign language study

- During your studies you will complete two core subjects in English: Ecology and Leadership.
- In later semesters you may (but do not have to) additionally choose a specialised subject taught in English: either Personal Branding or Artificial Intelligence for Business.
- You can also choose two more subjects in English – one lecture-based and one class-based.
- This is an excellent opportunity to develop your language skills and gain knowledge in an international context.

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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 enjoy working with people
- who are interested in modern trends, mainly in the digital space

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

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.
Create an account or log in

Specializations in the Marketing and Sales program

Marketing in Digital Transformation

Form: Full-time

Study form: Hybrid • Traditional (on-site)

Sales in Innovative Enterprise

Form: Full-time

Study form: Hybrid • Traditional (on-site)

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