WSB MERITO UNIVERSITY POZNAN

Event Manager

MASTER'S DEGREE - SPECIALITY

Form: Full-time

Study form: Hybrid • Traditional (on-site)

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

City: Poznań

What will you learn?

- You will understand how the business tourism sector and the **MICE** industry operate, so you can create innovative solutions for companies.
- You will develop effective **event marketing** strategies that attract customers' attention.
- You will gain skills in organising **events** and managing their course.
- You will learn how to organise **recreational and sports events**, ensuring unforgettable experiences and participant safety.
- You will become familiar with **negotiation techniques with subcontractors** and methods of acquiring sponsors.
- You will gain knowledge about organising **business trips and meetings** at the highest level.

Work opportunities

- Work as an **event manager** in leading event agencies.
- Organise events at national and international level, ensuring unforgettable experiences and the safety of participants.
- Specialise as a business travel organiser – become an expert in the **MICE** market and create unforgettable business trips.
- Develop your career as an **events coordinator** in the hospitality industry.

Study program

Practical studies

We teach in a way that prepares you as well as possible for the real challenges you will face in your professional work.

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

Selected major-specific courses

- Sociology of leisure

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.

- Tourism and recreation in state policy
- Marketing of tourism and recreation services
- Business ethics
- Diplomatic protocol
- Tourist regions of Poland
- Fundamentals of travel medicine
- Tourist and recreational product
- Tourist and recreational development
- European funds and project management
- Workplace health promotion
- Basics of statistical analysis
- Management of a tourism and recreation enterprise

Selected specialization courses

- Analysis of the MICE meetings market
- Event management
- Marketing of events and business tourism services
- Practical aspects of event organisation
- Legal aspects of organising and ensuring safety at mass events

Foreign language study

- During your studies, you complete two core subjects in English. In the Tourism and Recreation programme, these are Heritage Interpretation (2nd semester) and Contemporary Trends in Tourism and Recreation (3rd semester).
- In the 4th semester, you are required to complete a specialization subject in English. You can choose whether you are more interested in Business Communication or International Business Negotiations.
- This is a great opportunity to develop your language skills and gain knowledge in an international context.

Internships and practical training

Internships are an important part of the study program. Master's students complete **480 hours of**

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

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

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