WSB MERITO UNIVERSITY POZNAN

Marketing in Digital Transformation

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 learn how to design **modern products and services**, which will allow you to adapt an offer to the demands of the digital market.
- You will gain knowledge about **artificial intelligence** and its practical applications, which will increase your effectiveness in marketing.
- You will practise **mental resilience skills**, which are crucial in a rapidly changing work environment.
- You will become familiar with regulations concerning the **digital economy** and online security, which will ensure that activities comply with legal requirements.
- You will learn advanced **digital marketing** techniques that enable you to design effective online campaigns.

Work opportunities

- You will find employment in creative agencies that focus on working with **modern sectors of the economy**.
- You will be able to work in departments responsible for **shaping the marketing of manufacturing, service and commercial enterprises**.
- You will take up a job in companies that need **creative and flexible specialists** operating in rapidly developing industries.
- You will work in your own company that cooperates with **growth-oriented industries**, developing both your passions and your business.
- Working in international corporations, you will be responsible for implementing **digital marketing strategies**.
- You can grow as a **digital transformation consultant**, helping companies adapt to new market realities.

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.

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.

- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real cases.

Selected major-specific courses

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

Selected specialization courses

- Management in the digital economy
- Personal branding
- Digital innovations
- Artificial Intelligence for Business
- Legal aspects of digital transformation
- Automation with elements of AI

Foreign language study

- During your studies, you will complete two core subjects in English: Ecology and Leadership.
- In later semesters, you can (but do not have to) additionally choose a specialization subject

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.

taught in English: Personal Branding or Artificial Intelligence for Business.

- Additionally, you can choose two more subjects in this language – one lecture-based and one practical.
- 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 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

- They are interested in mental processes and want to understand how the human psyche functions.
- They want to increase business effectiveness through the use of psychological knowledge.
- They want to support employers in finding a balance between profit maximisation and creating a beneficial workplace for employees.
- They want to create positive customer experiences.

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

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.