WSB MERITO UNIVERSITY POZNAN

Sales in Innovative Enterprise

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 to create and implement **marketing strategies** that build competitive advantage in a dynamically changing market.
- You will learn to use **the psychology of persuasion** in the sales process, which will help you build lasting relationships with customers.
- You will master skills in managing sales processes, 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 **non-profit** sector, adapting strategies to the specific needs of organisations.
- You will participate in practical workshops, developing your competences in **managing relationships with customers and teams**.

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 **developing 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.

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.

- **Lectures with practitioners** – experts from the market.
- **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 (Eng.)
- Research workshops
- Finance for managers
- Services marketing
- Marketing strategies
- Leadership (Eng.)
- Philosophy
- Cultural circles and multiculturalism
- Managerial skills training
- Psychology of persuasion

Selected specialization courses

- Personal brand creation
- Customer experience – design and implementation
- Sales team management
- Product design
- Retail network strategies
- Tools for managing an innovative enterprise
- Integrated advertising and communication campaigns

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Foreign language study

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

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

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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