

Marketing and Sales

MASTER'S DEGREE - PROGRAM

Form: Full-time

Study form: Traditional (on-site)

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

City: Toruń



What will you learn?

- You will learn techniques for effective marketing management and tools that allow you to create sales strategies.
- You will learn how to conduct business negotiations and build relationships with clients and partners in the commercial sector.
- You will gain knowledge in the field of persuasion psychology, which will allow you to effectively influence customers' decisions.
- You will learn the principles of strategic management and their application in sales processes.
- You will master digital marketing tools such as web analytics and social media, which support promotional activities.
- You will take part in practical classes that will enable you to develop managerial skills in the marketing industry.

Work opportunities

- You work as a marketing and sales specialist in production and service companies.
- You find employment as a digital marketing specialist, supporting online promotional campaigns.
- You work as a market analyst in a department focused on studying consumer behavior.
- You work in PR departments as a specialist in communication with the media and clients.
- You start your own agency that develops marketing strategies for various industries.
- You work as a consultant supporting companies in planning and implementing sales campaigns.

Study program

Practical studies

We teach in a way that prepares you as best as possible for the real 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 situations.



Selected major-specific courses

- Business Plan
- Business Ethics
- Managerial Skills Workshops
- Sustainable Development
- Strategic Management
- Finance for Managers
- International Marketing
- Marketing Strategies
- Non-Profit Organization Marketing
- Services Marketing
- Consumer Behavior
- Integrated Marketing Communication
- Psychology in Marketing

Selected specialization courses

- Sales Team Management
- Techniques of Persuasion and Influence
- Marketplaces as a Sales Channel
- Virtual Enterprises
- Online Security
- Comprehensive Advertising and Communication Campaigns

Foreign language study

- During your studies, you will complete one major subject in English. In the Management program, it is Leadership.
- In the 4th semester, you are required to complete a subject in English, tailored to your chosen specialization.
- Additionally, you can choose two more courses in this language – one lecture and one practical class.



- This is a great opportunity to develop language skills and gain knowledge in an international context.

The program is for those who

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

Internships and practical training

Internships are an important part of your studies. Master's students complete **480 hours of internships throughout the entire course of study**, gaining professional experience. If you work in a profession related to your field of study, you can receive internship credit based on your employment. During your studies, you also have the opportunity for a paid internship. Internship programs are prepared by employers we cooperate with, tailoring requirements to specific positions, which makes taking your first career steps easier.

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](#)

Specializations in the Marketing and Sales program

Marketing in the Digital Economy

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