

Marketing in the Digital Economy

MASTER'S DEGREE - SPECIALITY

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 gain the ability to analyze trends in the digital economy, enabling you to manage marketing campaigns effectively.
- You will learn to use advanced digital tools for project management and brand image building.
- You will understand how to optimize marketing activities based on data analysis and consumer research.
- You will learn modern advertising strategies and communication techniques tailored to the rapidly changing digital market.
- You will develop skills in social media management and effectively conducting online PR activities.
- You will enhance competencies related to the use of marketing automation to increase campaign effectiveness.

Work opportunities

- Obtain a position as a digital marketing specialist in reputable advertising agencies.
- Work as a social media manager, responsible for brand strategy and image online.
- Become a marketing data analyst, supporting the optimization of advertising campaigns.
- Develop as a communication specialist in technology companies by implementing modern solutions.
- Work in e-commerce, focusing on sales optimization and customer service in a digital environment.
- Become a marketing automation consultant, helping companies automate their marketing activities.

Study program

Practical studies

We teach in a way that best prepares you 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 – market experts.



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

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

- Content marketing
- Complex advertising and communication campaigns
- Social media marketing
- Digital trends in marketing strategies
- Online security
- Management in the digital economy

Foreign language study

- In the 4th semester, you will be required to complete a course 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 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.

The program is for those who

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

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](#)