WSB MERITO UNIVERSITY WARSAW

Marketing and Sales

BACHELOR'S DEGREE - PROGRAM

Form: Full-time

Study form: Hybrid • Traditional (on-site)

Features: Bachelor's degree • From October • English • 6 semesters

City: Warszawa

What will you learn?

- You will gain knowledge in **modern marketing and sales**, which will allow you to effectively manage promotional and sales activities.
- You will learn **techniques for acquiring customers**, both individual and business, which will increase your professional effectiveness.
- You will learn how to **effectively analyse market data and conduct marketing research**, adjusting strategies to changing conditions.
- You will understand how to **manage customer relationships**, which will help you build lasting bonds and increase customer satisfaction.
- You will gain practical skills in **using marketing and advertising tools**, supporting promotional campaigns both online and offline.
- You will master **content creation and communication strategies**, which will allow you to effectively build a brand image.

Work opportunities

- You will find employment as a **digital marketing specialist**, supporting the development of online campaigns and building brand reach.
- You can work as an **SEO/SEM specialist**, optimising websites and running advertising campaigns in search engines.
- You can work as a **web analyst**, analysing data and creating recommendations for marketing activities.
- You will develop your career as a **product manager**, planning market strategies and introducing new products to the market.
- You will find work in **advertising agencies as a copywriter**, creating creative advertising and marketing content.
- You will be employed as a **public relations specialist**, managing communication and relations with the media.

Study program

Practical studies

We teach in a way that best prepares you for the real challenges you will encounter in your professional work.

- **Group projects** – real business problems.
- **Simulations** – decisions in market conditions.

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.

- **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

- Management of the organization
- Sociology of business
- Product management
- Integrated marketing communication
- Psychology in marketing
- Microeconomics
- Commercial law
- Business negotiations
- Market and competition analysis
- Sales promotion
- Online advertising and marketing
- Marketing research and descriptive statistics
- B2B marketing

Selected specialization courses

- Social media marketing in marketing strategies
- Brand communication strategies and brand management
- Content marketing and storytelling
- Public relations on the Internet
- Marketing logistics
- Price and distribution management
- Customer engagement

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Foreign language study

For full-time studies:

- 120 hours of foreign language learning (30 hours per semester) from the 1st to the 4th semester.

Form of delivery:
all classes are conducted on-site with a language instructor.

For part-time studies:

- 120 hours of foreign language learning (30 hours per semester) from the 1st to the 4th semester.

Form of delivery:

- 16 hours of classes in the classroom with a language instructor (during on-campus sessions)
- 14 hours carried out in an e-learning format

Languages to choose from: English, German, Spanish.

Internships and practical training

Student internships are an important part of the study program. Students of bachelor's and long-cycle master's studies complete 960 hours of internships (24 weeks), gaining professional experience. If you work in a profession related to your field of study, you can have your internship credited based on your employment. During your studies, you also have the opportunity to take a paid internship. Internship programs are designed by cooperating employers, tailoring requirements to specific positions, which helps you take your first professional steps.

Study completion requirements

You create a major project that addresses a practical or theoretical problem related to your field of study. By studying literature and conducting your own analyses, you work on an original problem-solving proposal. Everything you learn during your studies enables you to create a professional project based on real data and actions. To earn your bachelor’s degree, you must defend this project before a committee. You set the direction of your own project!

Programme partners

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How to become a WSB Merito University student

You can enroll in a **first degree (e.g. Bachelor's or Engineer's) program** if you have successfully completed your secondary education and have a secondary school-leaving certificate.
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

Specializations in the Marketing and Sales program

Customer Experience and Customer Relationship Management

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Marketing Online and Growth Strategies

Form: Full-time

Study form: Hybrid • Traditional (on-site)

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