

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.
- **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



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





Grupa Krotoski



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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 Care

Form: Full-time

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E-marketing

Form: Full-time

Study form: Hybrid • Traditional (on-site)