

Marketing and Sales

BACHELOR'S DEGREE - SPECIALITY

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 learn to sell and serve customers effectively, which is crucial for building lasting business relationships.
- You will master **project management**, which will allow you to efficiently plan and implement various marketing activities.
- You will learn techniques of **direct and online sales**, which will enable you to operate in a dynamic market environment.
- You will understand how to **analyze market data** and use it to make marketing decisions.
- You will learn how to **communicate effectively** and work independently within assigned projects.
- You will become familiar with **e-marketing tools and techniques**, which will allow you to promote products and services effectively.

Work opportunities

- You can become a **sales specialist**, managing sales processes and building relationships with customers.
- As a **sales team leader**, you will be responsible for achieving sales targets and motivating the team.
- You will become a **customer advisor**, supporting clients in choosing the right products or services.
- You can work as an **export specialist**, managing sales in foreign markets.
- You will work as a **product manager**, responsible for the development and promotion of the company's products.
- As a **marketing project coordinator**, you will plan and implement marketing campaigns.

Study program

Practical studies

We teach in a way that prepares you as well as possible 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** – market experts.
- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real cases.

Selected major-specific courses

- Psychology of business
- Human resource management
- Basics of law
- Basics of finance
- Financial accounting
- Business financial management
- Quality management
- Marketing and marketing research
- Statistics and econometrics
- Information systems in management
- Monographic lecture
- Organizational behaviour

Selected specialization courses

- Project methodologies
- Project and schedule change management
- Sales department management
- Advertising and consumer psychology
- Brand management
- E-commerce
- Legal basic for the sales manager
- Motivating sales staff
- Monitoring, control and evaluation of company sales



Foreign language study

In 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 in person with a language teacher.

In 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 classroom classes with a language teacher (on-campus sessions)
- 14 hours delivered 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](#)