WSB MERITO UNIVERSITY WARSAW

Marketing and Sales

MASTER'S DEGREE - PROGRAM

Form: Full-time

Study form: Hybrid • Traditional (on-site)

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

City: Warszawa

What will you learn?

- You will get to know **modern marketing tools** that will enable you to analyse data effectively and plan promotional strategies.
- You will gain knowledge of **customer relationship management**, helping you build lasting and beneficial business relationships.
- You will master techniques for creating **sales strategies**, tailored to a dynamically changing market.
- You will learn to design and implement **advertising campaigns** that effectively capture customers' attention.
- You will understand how to analyse **modern consumer profiles** and anticipate their needs and expectations.
- You will develop the ability to work in a team, manage projects, and **create innovative marketing solutions**.

Work opportunities

- You work in advertising agencies, creating effective **marketing campaigns** for clients.
- You hold a position in company sales departments, developing **strategic business relationships** with partners.
- You are employed by e-commerce companies, optimising **digital marketing and online sales**.
- You work in media houses, being responsible for **planning and purchasing advertising media**.
- You specialise in **customer service and CRM**, supporting the development of relationships with consumers in companies of various sizes.
- You work as a marketing and sales consultant, helping companies achieve their **strategic goals**.

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.

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.

- **Case studies** – analysis of real cases.

Selected major-specific courses

- Business models
- Marketing strategies
- B2B marketing and sales
- Finance and accounting in service and commercial enterprises
- Semester project
- Modern brand management
- Social marketing
- Business intelligence
- Modern advertising techniques
- Forecasting in marketing and sales
- Proseminar
- Introduction to the specialisation
- Professional internship

Selected specialization courses

- Valuation and management of the value of commercial ventures
- Product design
- Business data mining
- Protection of the interests of competition and consumers
- Product design
- Business data mining

Foreign language study

In full-time studies:

- 60 hours of foreign language learning (30 hours per semester) over 2 semesters.

Form of delivery:
All classes are conducted on campus with a language teacher.

In part-time studies:

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- 60 hours of foreign language learning (30 hours per semester) over 2 semesters.

Form of delivery:

- 16 hours of classes in a classroom with a language teacher (weekend sessions)
- 14 hours delivered in an e-learning format

Languages to choose from: English, German, Spanish.

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.

Study completion requirements

Master's degree studies conclude with the **preparation and defense of a master's thesis**. During the course of study, passing individual subjects is based on projects, presentations, written or oral exams. The entire program is practical and focused on developing professional competencies.

Programme partners



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

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

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award of a first degree (Bachelor’s or equivalent).
Learn more

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 Digital Transformation

Form: Full-time

Study form: Hybrid • Traditional (on-site)

Sales in an Innovative Enterprise

Form: Full-time

Study form: Hybrid • Traditional (on-site)

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