WSB MERITO UNIVERSITY WARSAW

Customer Experience and Customer Relationship Management

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 **how to build and maintain customer relationships**, which will allow you to create lasting and positive bonds with your clients.
- You will learn **how to manage customer service processes**, including resolving issues and complaints in an effective and professional way.
- You will learn **how to create loyalty strategies** that support building customer engagement and satisfaction.
- You will learn **how to manage customer service teams**, which will allow you to effectively motivate and develop the employees under your supervision.
- You will learn **how to use technological tools**, such as CRM, to optimize customer service activities and improve the quality of communication.
- You will learn **how to work in multichannel customer service**, using various forms of contact such as phone, e-mail, chat, and social media.

Work opportunities

- **Customer service specialist**, responsible for providing high-quality support and resolving customer issues.
- **Customer service team manager**, where you will manage the team, motivate employees, and ensure the effectiveness of operations.
- **Customer relations consultant**, helping companies develop strategies to improve communication and customer satisfaction.
- **Customer service coordinator**, responsible for coordinating activities within the company and ensuring consistency in customer service.
- **Customer Success specialist**, taking care of long-term relationships with customers, ensuring their full satisfaction and supporting them in achieving their 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

- Organization management
- Sociology of business
- Product management
- Integrated marketing communication
- Psychology in marketing
- Microeconomics
- Commercial law
- Business negotiations
- Market and competition analysis
- Sales promotion
- Advertising and online marketing
- Marketing research and descriptive statistics
- B2B marketing

Selected specialization courses

- Marketing logistics
- Price and distribution management
- Customer engagement
- Customer service and relationship building
- Customer and user experience
- Event marketing
- Customer service in e-commerce

Foreign language study

In full-time studies:

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

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Form of delivery:
all classes are conducted in person with a language instructor.

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 an instructor (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

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

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