WSB MERITO UNIVERSITY WARSAW

Marketing Online and Growth Strategies

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 **design and implement online advertising campaigns** that engage audiences and build brand awareness.
- You will learn to use **e-marketing tools** such as Google Ads, e-mail marketing, and social media to achieve business goals.
- You will learn to **optimize content** for SEO, which will increase the visibility of your activities in online search engines.
- You will learn to use **web analytics** to monitor campaign results and make informed marketing decisions.
- You will learn to create **effective e-marketing strategies** tailored to different communication channels.
- You will learn to understand consumer behavior online and effectively use it to create **marketing offers**.

Work opportunities

- **E-marketing specialist** – you will be responsible for planning and executing online advertising campaigns, optimizing activities across different platforms.
- **Social media manager** – you will manage the brand's presence on social media, creating engaging content and building relationships with audiences.
- **E-marketing analyst** – you will analyze data from online campaigns, draw conclusions, and optimize future activities.
- **Content manager** – you will create and manage content on websites and blogs, aligning it with the e-marketing strategy.
- **SEO/SEM consultant** – you will help companies improve their visibility in online search engines, increasing their reach and sales results.
- **E-commerce manager** – you will manage an online store, developing online sales strategies and communicating with customers.

Study program

Practical studies

- You will learn to use **web analytics** to monitor campaign performance and make informed marketing decisions.
- You will learn to create **effective e-marketing strategies** tailored to different communication channels.
- You will learn to understand consumer behavior online and use it effectively to create **marketing**

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.

offers.

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
- Social media marketing in marketing strategies
- Internet services in marketing strategies
- Brand communication strategies and brand management
- Planning and implementing online advertising campaigns
- Relationship marketing, CRM and automation in marketing strategies
- Content marketing and storytelling
- Public relations on the Internet

Foreign language study

In full-time studies:

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- 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 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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