WSB MERITO UNIVERSITY WARSAW

# Marketing in Digital Transformation

MASTER'S DEGREE - SPECIALITY

**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 methods such as design thinking and product design, which support the creation of innovative solutions.
- You will develop skills for effectively managing teams in remote and hybrid work models, increasing the effectiveness of activities.
- You will learn a project-based approach to achieving goals, which will allow you to plan and control business processes more effectively.
- You will gain knowledge about **digital transformations** and their impact on enterprises and social processes.
- You will master advanced techniques such as **neuromarketing and advanced marketing automation**, increasing the effectiveness of marketing activities.
- You will understand the importance of innovation and an **ethical approach to relations with customers and competitors**, which will increase trust in the brand.

# Work opportunities

- You work as a **digital marketing manager**, overseeing campaigns built on modern technologies.
- You hold the position of a **marketing automation specialist**, optimizing sales and marketing activities.
- You serve as a **digital data analyst**, analyzing information to support business decisions.
- You work as a **digital content manager**, creating and managing content tailored to different communication channels.
- You become a **digital marketing director**, overseeing comprehensive digital marketing activities.
- You are employed as a **social media specialist**, taking care of the brand’s presence on social media.

## Study program

### Practical studies

We teach in a way that best prepares you for the real-world challenges you will face in your professional career.

- **Group projects** – real business problems.
- **Simulations** – decisions in market conditions.
- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – experts from the market.

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.

- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real-life cases.

## Selected major-specific courses

- Business models
- Marketing strategies
- B2B marketing and sales
- Finance and accounting in service and trade 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

- Protection of the interests of competitors and consumers
- Product design
- Exploration of business data
- Organisation and management of marketing teams
- Digital innovations in society and enterprises
- Advanced marketing automation
- Neuromarketing
- Diploma seminar

## Foreign language study

### Full-time studies:

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

Form of delivery:
All classes are conducted on site with a language instructor.

**Part-time studies:**

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

Form of delivery:

- 16 hours of classroom sessions with a language instructor (during on-campus meetings)
- 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 award of a first degree (Bachelor's or equivalent).
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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