

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.
- **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:

- 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





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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](#)