

Digital Marketing

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?

XXX

Work opportunities

XXXX

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

XXXX

Selected specialization courses

XXXXX

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](#)