WSB MERITO UNIVERSITY WARSAW

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?

- **You will learn to create effective digital marketing strategies,** including activities in search engines, social media, email marketing, and content marketing.
- **You will get to know analytical tools, such as Google Analytics,** which will help you monitor campaign effectiveness and make better marketing decisions.
- **You will find out how to prepare valuable content** that engages customers, builds engagement, and increases the effectiveness of online marketing activities.
- **You will gain knowledge about marketing automation,** enabling you to optimize campaigns and maximize online conversions.
- **You will master the promotion of products and services in digital channels,** such as social media and e-commerce, using trends and innovative technologies.
- **You will learn to optimize marketing activities,** combining knowledge of strategy, analytical data, and modern digital tools.

Work opportunities

- **Become a digital marketing specialist.** Plan online campaigns, optimize activities on social media, and co-create promotional strategies for global brands.
- **Work as a marketing analyst.** Analyze data from tools such as Google Analytics, assess the effectiveness of campaigns, and suggest actions to increase their efficiency.
- **Be an online content coordinator.** Create engaging content that attracts customers, builds engagement, and increases brand visibility
- **Get hired as an online advertising specialist.** Run advertising campaigns in Google Ads and social media, optimizing budgets and increasing conversions on client websites.
- **Work as an e-commerce manager.** Manage online stores, optimize sales processes, and develop online sales channels in a rapidly changing environment.
- **Become a content marketing strategist.** Build the brand image through engaging content that attracts customers' attention

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.

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.

- **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

- Market and competitive analysis
- Human resource management
- Psychology in management
- Marketing strategies
- Project management
- Business negotiations
- Public relations
- Sales techniques
- Innovation in business
- Change management
- Logistics in management
- Strategic planning
- Business law
- Risk management

Selected specialization courses

- Digital Marketing Strategy
- Social Media Marketing
- Content Marketing
- E-mail Marketing
- SEO and SEM
- Marketing Automation
- Web Analytics

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.

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



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.



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

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.