



Management - Marketing and Sales

- Program - studia I stopnia

full-time IN OCTOBER Bachelor's English

Why study project management at WSB Merito University in Warsaw?

What will you learn if you choose this specialisation?

- To sell successfully and to provide quality customer service.
- To manage projects.
- To analyse market data.
- To use direct and online selling techniques.
- To communicate efficiently; to plan and to work independently within a given project.

Upon completion of the program you will **become a specialist** who will be able to use in practice an **acquired knowledge and skills** in the area of project management.

Chosen specialisation courses:

- consumer behaviour
- managerial training
- simulations and forecasting in managerial decisions
- strategic cooperation of an organisation
- marketing control
- budgeting
- intellectual capital management
- sales tools
- e-marketing
- marketing tools

Advance from Bachelor's to Master's in the USA with Franklin University

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umowy 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 english_warszawa a studentem zawierana jest w formie pisemnej.



By pursuing a degree in Management at WSB Merito University, you can broaden your academic journey after graduation by studying for a Master's degree in the USA. Through the WSB Merito University & Franklin University program, students have the opportunity to continue their studies in the USA at Franklin University. **This unique program enables participants to graduate with two degrees** - a European credential and an American Master's degree—while significantly reducing tuition and living expenses compared to completing all studies in the U.S.

Explore Diverse Opportunities in Poland and the U.S.

This program is ideal for students pursuing Management degrees at WSB Merito University who want to immerse themselves in culturally diverse environments. We support international students with Franklin University's flexible admission process, which includes assistance with visa documentation and English proficiency requirements, ensuring a smooth transition. With affordable tuition rates and Columbus's thriving job market, we combine academic excellence with practical career opportunities.

[READ MORE ABOUT 3+1 PROGRAM](#)

Key program features

Selected modules

Design Methodologies

Organization and Management of a Project Team

Managing the Schedule and Changes in a Project

IT Tools Supporting Project Management

Agile Techniques in Management