



Marketing and Sales - Marketing in Digital Transformation

- Program - studia II stopnia

full-time IN OCTOBER Master's English

Why study Marketing and Sales at WSB Merito University?

Lead the Digital Revolution: Marketing in Digital Transformation in Warsaw

Are you ready to navigate the rapidly evolving world of digital marketing? Merito University in Warsaw's "Marketing in Digital Transformation" specialization equips you with the skills to design innovative solutions using modern methods like design thinking and product design. You'll learn to manage teams effectively in remote and hybrid work models, adopt a project-based approach to goal achievement, and understand the impact of digital transformation on businesses and society.

Become a Digital Marketing Leader

This program prepares you for a variety of exciting roles, including digital marketing manager, marketing automation specialist, digital content manager, digital data analyst, digital marketing director, social media specialist, digital security specialist in marketing, and marketing technology innovator. Core topics include neuromarketing, business data exploration, organization and management of marketing teams, digital transformations in society and business, advanced marketing automation, protection of competition and consumer interests, design thinking and product design, and innovation in business. Join Merito University and lead the way in digital transformation.

Key program features

- Neuromarketing
- Business data mining
- Organisation and management of marketing teams
- Digital transformation in society and enterprise
- Advanced Marketing Automation
- Protection of competition and consumer interests
- Design Thinking, Product Design
- Innovation in the enterprise

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.