WSB MERITO UNIVERSITY WROCLAW

Media and Communication in Business

BACHELOR'S DEGREE - PROGRAM

Form: Part-time

Study form: Hybrid

Features: Bachelor's degree • From October • English • 6 semesters

City: Wrocław

What will you learn?

- You will learn to **communicate effectively in a business environment** using verbal and non-verbal communication techniques.
- You will discover the **world of traditional and digital media**, helping you understand how to use media effectively in business.
- You will gain **skills in managing personal and brand image**, which are crucial for building a positive media presence.
- You will learn to **create content for social media**, manage websites, and run business blogs.
- You will learn the **principles of organizing media events** such as conferences, trade fairs, or promotional events.
- You will find out **how to establish and build relationships with the media** to effectively achieve your organization’s communication goals.

Work opportunities

- Work as a **media communication specialist**, managing the organization’s image in the media.
- Become an **event coordinator**, organizing promotional and media events.
- Work as a **social media specialist**, creating engaging content for various social platforms.
- Develop your career as a **PR manager**, building media relationships and managing brand reputation.
- Become a **business communication consultant**, helping organizations develop effective communication strategies.
- Run your **own PR agency**, offering comprehensive communication and media services.

Hands-on classes

By studying Media and Communication in Business, you will **participate in practical classes** that will equip you with skills in brand, corporate image, and social media management, as well as website positioning based on SEO and SEM principles.

You will learn to create media messages — video, audio, text, and multimedia. You will also gain interdisciplinary knowledge in business communication, digital marketing, media, and technology.

Study program

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.

Practical studies

We teach in a way that best prepares you for the real challenges you will face in your professional career.

- **Group projects** – real business problems.
- **Simulations** – decision-making in market conditions.
- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – industry experts.
- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real-life cases.

Selected major-specific courses

- Communication in local communities
- Social and media communication
- Shaping organizational image in the media
- Social research methods
- New media and e-PR
- Protection of personal data and classified information
- Protection of intellectual property
- Polish public agenda
- Media law
- Social psychology
- Social movements
- Media market
- Information search and analysis
- Crisis management and communication

Selected specialization courses

- Social Media Marketing Communication
- Brand Strategy
- Big Data in Marketing

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- Visual Communication

Internships and practical training

Student internships are an important part of the study program.
The students complete **960 hours of internships (24 weeks)**, gaining valuable professional experience.
If you are already employed in a field relevant to your studies, your work may count toward the internship requirement.
During your studies, you also have the opportunity to take a **paid internship**. These internship programs are developed by partner employers we collaborate with, who tailor their requirements to specific positions—making it easier for you to take your first professional steps.

Study completion requirements

You create a degree project that addresses a practical or theoretical problem related to your field of study. By exploring the literature and conducting your own analyses, you work on an original proposal to solve the problem. Everything you learn during your studies enables you to develop a professional project based on real data and actions. To obtain a bachelor's degree, you must defend this project before a committee. You are the one who sets the direction of your project!

Program partners

How to become a WSB Merito University student

You can enroll in a **first degree (e.g. Bachelor's or Engineer's) program** if you have successfully completed your secondary education and have a secondary school-leaving certificate.
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

Specializations in the Media and Communication in Business

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program

Marketing Communication Mix

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