WSB MERITO UNIVERSITY WROCLAW

Marketing Communication Mix

BACHELOR'S DEGREE - SPECIALITY

Form: Part-time

Study form: Hybrid

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

City: Wrocław

What will you learn?

- You will master **corporate communication management in transnational corporations**, developing strategies for effective information flow
- You will learn **branding**, enabling you to build and strengthen market positions for brands
- You will gain **skills in creating marketing campaigns** based on data analysis, increasing their effectiveness
- You will learn **the principles of creating visual and graphic materials** that attract audience attention
- You will find out **how to solve ethical issues in marketing communication**, maintaining professionalism and credibility
- You will learn **to manage projects in e-PR and e-marketing**, optimizing online activities

Work opportunities

- Manage PR and communication strategy projects as a **communications specialist in consulting agencies**
- Work in **international event agencies**, planning and executing events that support brand image
- Grow as a **PR specialist in transnational corporations**, maintaining media and stakeholder relations
- Work as an **SEO/SEM Specialist**, optimizing online marketing activities and increasing brand visibility
- Find employment **in e-PR and e-marketing departments**, creating content that builds audience engagement and online communities
- Work as a **branding specialist**, developing and implementing strategies to strengthen the brand’s market position

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** – decision-making in market conditions.
- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – market experts.

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.

- **Modern tools** – current technologies.
- **Case studies** – analysis of real cases.

Selected major-specific courses

- Advertising and PR instruments
- Business Ethics
- Business Etiquette
- Business project
- Business project
- Communication in local communities
- Copywriting
- Creating the image of the organization in the media
- Crisis Communication Management
- Information search and analysis
- Intellectual Property Protection
- Management Instruments
- Media Law
- Media market
- New media and e-PR

Selected specialization courses

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

Foreign language study

All classes in this program are conducted **in English**.

Additionally, you will participate in classes where you will improve your **foreign language** skills.

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Internships and practical training

Student internships are an important part of the study program. Students of bachelor's and long-cycle master's studies complete 960 hours of internships (24 weeks), gaining professional experience. If you work in a profession related to your field of study, you can have your internship credited based on your employment. During your studies, you also have the opportunity to take a paid internship. Internship programs are designed by cooperating employers, tailoring requirements to specific positions, which helps you take your first professional steps.

Study completion requirements

You create a major project that addresses a practical or theoretical problem related to your field of study. By studying literature and conducting your own analyses, you work on an original problem-solving proposal. Everything you learn during your studies enables you to create a professional project based on real data and actions. To earn your bachelor’s degree, you must defend this project before a committee. You set the direction of your own project!

Study 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

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