



## 2-YEAR POST-GRADUATE STUDY WARSAW INTERNATIONAL BUSINESS SCHOOL WINTER Semester 2017/2018 (October) MARKETING MANAGEMENT



### 1. PRESENTATION OF STUDIES

The post-graduate studies at the Warsaw International Business School majoring in **MARKETING MANAGEMENT**. Practical skills and competences gained during study, include:

- selling planning
- selling strategies
- construction selling skills
- techniques of selling products and services
- tools of internet marketing
- brand and product development
- creating business models and business plans
- knowledge of specialized computer software
- knowledge of negotiation techniques, interpersonal communication
- personal marketing, public speech, responding to criticism
- tools of market research

### 2. STUDY PLAN

The study plan includes issues recognized in the form of thematic appropriate to the profile of practical studies, conducted over 4 semesters with a total assigned value of 120 credits (30 credits per semester, 250 hours per semester) in a modular system of education. Traits to plan studies in Warsaw International Business School include:

- 70% of activities implemented in the form of classes, workshops, seminars, activities in the fields (market research, project classes in companies, study visits),



- more than 50% of the course is carried out in the computer laboratory. This applies to all types of activities, i.e. modules basic content, major and specialization. Part of practical work is carried out in the business laboratory – students are training skills in the business environment.

**SEMESTER 1:** Marketing, Economic Law, Capital and Financial Markets, Marketing, Business Informatics, Modules – Social Content, Business Simulator, Public Finance, Employment Law, Cooperation Exchange of Knowledge, Social Communication, Market Research, Responding to Criticism.

**SEMESTER 2:** Economic Analysis, Banking Products and Services for Companies, Innovation and e-Business, Business Informatics, EU Funds for Companies, Corporate Finance, Business Simulator, Project Management, Cooperation Exchange of Knowledge, Administrative Law, Business Insurance, Business Risk Management.

**SEMESTER 3:** Entrepreneurship, Business Plan, Business Simulator, Cooperation Exchange of Knowledge, Internship, Selling Planning Process, Selling Strategies, e-Marketing Tools, Technics of Selling Products, Strategies for Brand and Product, Selling Manager, Advertising Strategies, Business Negotiations, Diploma Seminar.

**SEMESTER 4:** Intellectual Property Rights, Internet Marketing, Business Simulator, Cooperation Exchange of Knowledge, Company Valuation, Social Media in Marketing, New Media, New Trends in Advertising, IT Systems in Enterprises, Risk Management, Market Research, Public Relations, Leadership, Diploma Seminar.

### 3. IMPLEMENTATION OF THE PROGRAM

- › Modules of classes for gaining knowledge in the field of core subjects and major in the form of lectures leading academics.
- › Practical modules in the form of workshops, classes, seminars, exchanges of cooperative knowledge leading practitioners - professionals representing companies and institutions from home and abroad.
- › Students can take part in different types of businesses and organizations, including with foreign partners of Warsaw International Business School.

A detailed presentation and conditions of studies includes our educational offer which you can check at:  
[www.wmsb.edu.pl/studies-for-foreigners/postgraduate-studies/](http://www.wmsb.edu.pl/studies-for-foreigners/postgraduate-studies/)

### 4. FEES FOR THE POST-GRADUATE STUDY

One time registration fee:	125 EUR
Tuition fee for one semester:	1300 EUR
Tuition fee for the academic year:	2600 EUR

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