



12-month Vocational Business Course MARKETING MANAGEMENT (option on – line, only for applicants residing in Poland)

We are pleased to offer the following business courses in 2022:

1. Next 12-month business courses:

- 4 April 2022 – 31 March 2023
- 4 May 2022 – 30 April 2023
- 1 June 2022 – 31 May 2023
- 1 September 2022 – 31 August 2023
- 3 October 2022 – 30 September 2023

2. Programme of the business course includes:

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| A. Principles of marketing <ul style="list-style-type: none">• new consumer trends• customer service• sales and pricing• advertising campaign• marketing in e-commerce• international marketing | B. Internet marketing <ul style="list-style-type: none">• e-marketing tools• web analytics• content marketing• online advertising• e-mail marketing• planning the website |
| C. International marketing <ul style="list-style-type: none">• international marketing trends• global marketing strategy• transnational firms• marketing research• produkt strategy• promotion strategy | D. Social media marketing <ul style="list-style-type: none">• creating social media strategy• content marketing strategy• tactics and advertising• social media accounts• social media marketing plan• marketing practices |

3. Learning system

- The number of the course hours: 320
- Language of instruction: English
- Place of the course:
 - on line course
 - consultation: centre of Warsaw/Nowy Świat Street 49
- Training methods: the course participants receive the materials, instructions, and are obligated to prepare by timetable the works. They can use also the consultation during the meetings with the trainer.
- For the certification of the course completion is preparation of the business project required.

4. Fees:

- registration fee: 250 EUR or equivalent in PLN, paid during application.
- course fee: 2000 EUR or equivalent in PLN, paid no later than 7 days before start of the course.

5. Admission process:

- 1) Sending signed application form with scan of the passport to: office@wmsb.edu.pl
- 2) Getting by e-mail an offer letter. The offer letter is free of charge, is only informative for Applicant, and is not a document in any procedure.
- 3) Payment of the registration fee and course fee, no later than 7 days before start of the course.
- 4) The course fee includes cost of trainer in the on-line system, learning materials, evaluation of the final project, preparation the certificate after completion of the course.
- 5) Issuance of the final documents confirming admission to the course: acceptance letter, proof of payment.
- 6) Signing the contract.
- 7) Start of the course.

6. Warsaw Economic Institute is a private, registered, independent educational and research institution, offering the vocational business courses and Polish language courses for the applicants from EU countries, from non-EU countries and foreigners residing in Poland.

7. Institute provides only educational services and does not intermediate in visa procedures. The visa requirements are to find on the website of Polish embassy in the country of applicant. Institute is not responsible for the activities of agents and other organisations helping the candidates in arrival to Poland.

Should you have any questions, please do not hesitate to contact us.

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