



12-month Vocational Business Course MARKETING AND SELLING

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

1. Next 12-month business courses:

- 1 August 2022 – 31 July 2023
- 1 September 2022 – 31 August 2023
- 1 October 2022 – 31 September 2023
- 3 November 2022 – 31 October 2023
- 1 December 2022 – 30 November 2023

2. Programme of the business course includes:

A. Principles of marketing

- new consumer trends
- customer service
- sales and pricing
- advertising campaign
- marketing in e-commerce
- international marketing

B. Internet marketing

- e-marketing tools
- web analytics
- content marketing
- online advertising
- e-mail marketing
- planning the website

C. International marketing

- international marketing trends
- global marketing strategy
- transnational firms
- marketing research
- produkt strategy
- promotion strategy

D. Social media marketing

- creating social media strategy
- content marketing strategy
- tactics and advertising
- social media accounts
- social media marketing plan
- marketing practices

E. Polish language course - level A1 (*for interested candidates*)

3. Learning system

- The number of the course hours: 360 (1 course hour = 45 minutes)
- Language of instruction: English
- Place of the course: centre of Warsaw/Nowy Świat Street 49
- Training methods: presentations, workshops, case studies, projects.
- For the certificate of the course completion is preparation of the business project required.

- Group size: up to 10 participants.

4. Fees:

- registration fee: 250 EUR or equivalent in PLN, paid during application, not refunded, also if visa will be refused.
- course fee: 2500 EUR or equivalent in PLN, paid within 3 days after visa receiving, and no later than 7 days before date of arrival to Poland.

5. Admission process:

- 1) Sending signed application form with scan of the passport to: office@wmsb.edu.pl
- 2) Receipt by e-mail an offer letter. The offer letter is free of charge, is only informative for applicant, and is not a document in visa procedure.
- 3) Payment of the registration fee. The registration fee is not refundable, also if the visa will be refused.
- 4) Issuance of the final documents confirming admission to the course such as acceptance letter and proof of payment.
- 5) Payment by the applicant of the course fee within 3 days after visa receiving and no later than 7 days before the date of arrival to Poland.
- 6) The course fee includes cost of trainer, learning materials for the participants, assessment of the final project, preparation of the certificate after completion of the course.
- 7) Signing the contract with timetable.
- 8) 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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