



## 12-month Vocational Business Course MARKETING AND SELLING

We are pleased to offer the following business courses in 2022/2023:

### 1. Next 12-month business courses:

- 1 October 2022 – 31 September 2023
- 3 November 2022 – 31 October 2023
- 1 December 2022 – 30 November 2023
- 9 January 2023 – 31 December 2023
- 1 March 2023 – 29 February 2024

### 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*)

F. Access to the Integration Accelerator for Internationals

### 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](mailto: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) Issue 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.

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

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