



12-month Vocational Business Course MARKETING AND SELLING

We are pleased to offer the following business course in 2023/2024:

1. Next 12-month business courses:

- 1 June 2023 – 31 May 2024
- 3 July 2023 – 30 June 2024
- 1 August 2023 – 31 July 2024
- 1 September 2023 – 31 August 2024
- 2 October 2023 – 30 September 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

3. Learning system

- The number of the course hours: 500 (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.
- Group size: up to 10 participants.
- Option: the possibility to attend the course as distance (on-line) course.

4. Fees:

- registration fee: 250 EUR or equivalent in PLN, paid during application, not refunded, also if visa will be refused.
- course fee: 2300 EUR or equivalent in PLN, paid within 3 days after visa receiving, and before date of arrival to Poland.
- in the case of distance (on-line) course, the course fee is to pay with a 20% discount.

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 any 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 (the acceptance letter and proof of payment).
- 5) Payment by the applicant of the course fee within 3 days after visa receiving and before the date of arrival to Poland.
- 6) The course fee includes cost of trainer, learning materials for the participants, preparation of the certificate after completion of the course.
- 7) Start of the course.

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

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