



6-month Vocational Business Course MARKETING AND SELLING

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

1. Next 6-month business courses:

- 1 August 2023 – 31 January 2024
- 1 September 2023 – 29 February 2024
- 2 October 2023 – 31 March 2024
- 6 November 2023 – 30 April 2024
- 4 December 2023 – 31 May 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
product 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 and selling practices

3. Learning system

The number of the course hours: 250 (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, payable during application, not refunded, also if visa will be refused.

Course fee: **1050 EUR** or equivalent in PLN, payable within 3 days after visa receiving, 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 no later than 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 contact us.

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