



## Lazarski University

### Marketing Management

#### Study details

**Course type:** Master's degree

**Degree:** MA Degree

**Study mode:** Full time

**Duration:** 24 Month

#### Cost of study

**Cost :** 5 040 EUR

**Reg. fee :** 17 EUR

**Scholarship :**

**Insurance :** N/A EUR

#### Intake/s

Oct

#### Requirements

##### REQUIRED DOCUMENTS:

- A passport-style photo (3.5 x 4.5) uploaded into your personal account.
- Application Form - printed out from candidate's personal account in color and signed with your full name and surname.
- \* Passport scan – to confirm and verify your personal data.
- Original Bachelor's Diploma with at least 55% of GPA and transcript of grades, both legalized in Polish Embassy or apostilled.
- Sworn translation of Bachelor's Diploma and transcript (if needed).
- Language certificate proving the level of language of your instruction is at least B2 (or positive result of Skype interview with our lecturer).
- Signed commitment to purchase National Health Fund (NFZ) insurance upon arrival.
- \* Payment confirmation of application fee and first semester/year tuition fee\*.
- Signed electronic agreement on the conditions of studies.

#### Accommodation

Provided by partner agencies

278-770 EUR (per month)

#### Additional information

### Programme description

Master's studies in the specialisation of "Marketing Management" are an ideal proposition for you if you want to **gain advanced knowledge in effective customer communication, brand building, as well as strategy development and project management.**

Our curriculum covers a wide range of topics, such as:

- **integrated marketing, emotional consumer approach, and holistic marketing perspective:** you will understand the complexity of integrated marketing and develop emotional competencies in approaching consumers.
- **working on marketing campaigns, brand communication, and promotional strategies:** you will learn and practice designing and implementing marketing campaigns.
- **consumer behaviour:** you will learn about consumer behaviour based on psychology and market trends, understand the psychological aspects of purchasing decisions, and familiarise yourself with modern tools for emotional marketing.

## Applied tools and certificates

Graduates of the program will be taking part in classes preparing to Agile certificates.

## Career Perspectives

**After completing your studies (or even while studying), you will gain opportunities for professional development in the following areas:**

- marketing analytics,
- marketing communication,
- social media,
- public relations (PR),
- online advertising,
- e-commerce,
- marketing consultancy, and much more.

## Programme benefits

**Why choose our specialisation?**

- **curriculum tailored to the needs of the job market:** you will gain foundational knowledge about consumer behavior,
- you will benefit from a flexible study programme - **classes are scheduled in the afternoon, so you can easily combine your studies with, for example, work!**

- **market psychology, and trends, which are crucial for effective marketing actions:** you will learn to identify and apply the most effective marketing strategies tailored to different business models.
- **experienced instructors:** classes led by qualified academic staff and business practitioners.

## What will you gain by choosing "Marketing Management" in "Management"?

- you will acquire comprehensive knowledge and skills in integrated marketing, emotional consumer approach, and holistic marketing perspective,
- you will have the opportunity to work on real marketing campaigns, brand communication, and promotional strategies, thereby gaining practical experience,
- you will develop skills in creative thinking, planning, data analysis, and team management.