



## Lazarski University

### Marketing Management

#### Study details

**Course type:** Bachelor's degree

**Degree:** BA Degree

**Study mode:** Full time

**Duration:** 36 Month

#### Cost of study

**Cost :** 5 400 EUR

**Reg. fee :** 20 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 High School Diploma/Certificate with at least 55% of GPA legalized in the Polish Embassy or apostilled.
- Sworn translation of High School Diploma/Certificate and transcript of grades into Polish language. In case of the Double Degree Program you have to additionally provide sworn translation of your documents into English.
- Eligibility statement or no-objection letter from the Ministry of Education, stating that the obtained High School Diploma/Certificate entitles candidate to continue the higher education in the country where the diploma/certificate was issued (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 tuition fee\*\*.
- Signed electronic agreement on the conditions of studies.

#### Accommodation

Provided by partner agencies

278-770 EUR (per month)

## Additional information

## Programme description

The Master's degree program in the specialisation "Marketing Management" is an ideal option for you if you are looking for an experience-oriented study that gives you the opportunity to learn about various aspects of the marketing industry.

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

- **theoretical and fundamental foundations for a holistic understanding of marketing,**
- **courses in various fields of marketing** so that you can try your hand at it and choose a specialized path for the future,
- **basic market research skills, marketing strategy, marketing campaign, brand management, consumer behavior** to expand the area of expertise,
- **analytics, consumer data analysis techniques for making marketing decisions,**
- **exploring the principles of responsible marketing and modern approaches to it, such as artificial intelligence tools,**
- **developing a wide range of skills in creativity, planning, communication, presentation, market research and teamwork,**
- **experiencing marketing through group projects,** case studies, field trips, class discussions, simulations and in collaboration with distinguished guests from domestic and international companies.

## Career Perspectives

- Marketing analytics
- Marketing communications
- Social media
- PR
- Internet advertising
- e-commerce
- marketing consulting, and much more.

## Programme benefits

### Why choose our specialisation?

- curriculum tailored to the needs of the job market: you will gain a basic knowledge of consumer behavior, market psychology and trends, which is crucial for effective marketing activities,
- you will learn to identify and apply the most effective marketing strategies, adapted to different business models,
- experienced lecturers: classes taught by qualified academic staff and business practitioners.