



Lazarski University

E - Business and Digital Marketing

Study details

Course type: Master's degree

Degree: MA Degree

Study mode: Full time

Duration: 24 Month

Cost of study

Cost : 14 520 PLN

Reg. fee : 85 PLN

Scholarship :

Insurance : N/A PLN

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)

Speciality

Language of instruction: Polish

Part time learning available - 13 320 PLN

Additional information

Are you looking for a course of study that will **open the door to the dynamic and prestigious world of digital marketing**? The E-Business and Digital Marketing specialisation at Lazarski University's Management course is the **perfect choice for you!**

We offer you an **interdisciplinary study programme** that combines knowledge of marketing, management and information technology. The aim of the studies is to **prepare graduates to effectively conduct an online business.**

What you will learn:

- **e-business models:** You will learn about different e-business models and how to choose the best one for your business.
- **customer communication in e-business:** You will learn how to build relationships with online customers and communicate effectively with them.
- **doing e-business using social media:** You will learn the potential of social media in online business and how to use it to promote your business.
- **positioning websites in e-business:** You will learn how to optimize your website for search engines to get more organic traffic.
- **financing an e-business:** You will learn about different sources of e-business financing and how to prepare a business plan.
- **startup management:** You will learn how to set up and run your own startup.
- **communication and digital marketing:** You will learn various marketing communication techniques and how to use them in digital marketing.
- **e-business management:** You will learn how to effectively manage an online business and achieve business goals.

Specialization subjects

- Zarzadzanie start-up'em
- Komunikacja i Digital Marketing
- Zarz?dzanie e-biznesem

Applied tools and certificates

- WordPress
- Semstorm
- Senuto
- Brand24

- Faktuownia - a platform that for more than 10 years has provided modern and environmentally friendly e-invoicing solutions to more than 500 thousand customers. As part of the cooperation, the specialisation partner provides an educational platform for our students.

Career Perspectives

- Online business owner
- Online marketing specialist
- Social media manager
- Social media manager
- Data analyst
- Online marketing manager

Programme benefits

Why choose our specialisation?

- **huge market potential:** the digital marketing market is growing steadily and is expected to reach \$689.8 billion in 2032. This means tremendous career opportunities for graduates!
- **practical skills:** the degree program emphasizes learning the practical skills necessary to run an online business.
- **wide perspective:** the degree program covers topics in marketing, management and information technology, providing graduates with a comprehensive education.
- **development opportunities:** the Lazarski University offers a wide range of extracurricular activities, such as the "Media&Marketing" research circle, which allow you to develop your skills and expand your contacts.

What will you gain by choosing "E-Business and Digital Marketing" as a Management major?

- the skills sought after on the job market
- the opportunity to run your own online business
- working in prestigious companies
- high salaries
- job satisfaction