



## WSB Merito Universities (Poznan)

### Marketing and Sales - Sales Strategies and Techniques

#### Study details

**Course type:** Bachelor's degree

**Degree:** Bachelors in Marketing and Sales

**Study mode:** Full time/Hybrid

**Duration:** 36 Month

#### Cost of study

**Cost :** 2 200 EUR

**Reg. fee :** N/A EUR

**Scholarship :**

**Insurance :** N/A EUR

#### Intake/s

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#### Requirements

### Admission Documents

- Proof of payment of admission fee
- Enrolment fee payment confirmation\*
- Legalized or apostille-certified photocopy of a Polish or English translation of your school certificate and supplement. to read more about document legalization.
- Confirmation of language proficiency in which studies are conducted \*\*
- Legalized or apostilled photocopy of your certificate of education that makes you eligible for admission into higher education in the country where it was issued
- Photocopy of a passport – bio page for inspection
- 1 full-colour photograph in compliance with standards defined for passports (face front, size 34-45mm)
- Admonition (Statement: postal address for service).

**both 1 and 2 can be paid together (121EUR) online in the section PAY of your candidate's account or with a traditional transfer. Contact the Admissions Office if you need an offer letter**

**with the bank details.**

Certificate of General Education (????? ?????? ??????????? ??????????) with a transcript of grades.

## **Accommodation**

N/A

## **Speciality**

**One installment - 2 200 EURO**

**Two installment - 1 100 EURO**

## **Additional information**

## **What else should you know**

During classes, you will learn how to use modern marketing tools – programs that monitor online activities, sales and customer relationship management systems, ad managers, graphic creation programs, online press offices, and more.

During numerous open lectures, guest speaker meetings, webinars or free additional training sessions, you will meet many renowned experts in the domain of marketing and sales.

Together with your discussion group, you will take part in numerous strategy games and simulations of market situations. As part of the workshops, you'll plan to launch new products and style creative advertising campaigns.

The University provides professional marketing tools, student-friendly mode of content delivery, and meetings with renowned professionals.

## **What are you going to learn**

- You will learn direct and indirect selling techniques
- You will be able to identify different types of customers.
- You will learn psychology of selling techniques
- You will learn how to use sales-aided program and applications.
- You will learn knowledge on sales networks and how to support them
- You will learn how to negotiate.