



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.