



Lazarski University

Digital Marketing

Study details

Course type: Bachelor's degree

Degree: BA Degree

Study mode: Full time

Duration: 36 Month

Cost of study

Cost : 13 200 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 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 Bachelor's degree program in the specialization "Digital Marketing" is an ideal option for you if you want to gain the knowledge and skills necessary to succeed in the rapidly growing digital marketing industry.

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

- **SEO and SEM:** you will learn how to position websites in search engines and create effective Google Ads campaigns,
- **Public Relations:** you will learn the principles of PR and IR,
- **Social media:** you will learn how to use social media to build brand awareness, engage customers and generate leads,
- **Content marketing:** you'll learn how to create content marketing strategies that increase brand awareness and help you achieve your business goals,
- **User Experience (UX):** you'll learn the principles of designing websites and mobile apps that are easy to use and provide users with a positive experience,
- **Data Analytics:** you'll master the art of analyzing marketing data to make sound business decisions.

Applied tools and certificates

- WordPress
- Semstorm
- Senuto
- Brand24

Examples of positions in which graduates of this specialty work:

- (Digital) Marketing Manager,
- Specialist in SEO/SEM, E-commerce, Social Media or Content Marketing,
- Internet Analyst,
- Copywriter,
- UX/UI Designer.

Programme benefits

Why choose our specialisation?

- curriculum tailored to the needs of the job market: our curriculum is constantly updated to include the latest trends and technologies in digital marketing.
- Experienced lecturers: classes taught by qualified academic staff and business practitioners,
- opportunity to gain practical skills: during your studies we will guarantee you the opportunity to participate in projects and internships that will allow you to gain valuable work experience.
- excellent career prospects: graduates of this specialisation are sought after by employers from various industries.

What will you gain by choosing "Digital Marketing" as a Management major?

- skills and knowledge necessary to start working in digital marketing,
- opportunity to build a career in a rapidly growing industry,
- high salaries