



## WSB Merito Universities (Chorzow)

### Marketing and Sales - Innovation Marketing

#### Study details

**Course type:** Bachelor's degree

**Degree:** Bachelors degree 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

## Further information

The program has been developed in collaboration with experts who on a regular basis deal with a company's business operations in the area of marketing, innovative business strategies, and modern communication with the market.

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.

## What are you going to learn

- You will learn to plan advertising campaigns
- You will learn how to navigate a customer towards brands online and offline.
- You will learn how to use modern marketing tools such as Google Analytics
- You learn how to build a brand image and how to build relations on social media
- You will learn how to design Internet services oriented on a customer.
- You will master Internet activities analytics