

BA in International Marketing

Institution	Faculty of International and Political Studies
Name of the programme	International Marketing
Degree to obtain	Bachelor
Duration	6 semesters
Language of instruction	English
ECTS points	188 ECTS
Programme description	<p>A new practical field of Bachelor studies in English – International Marketing – has been created for high school graduates with a very good command of English who aspire to build their professional careers in international companies and public organizations.</p> <p>The curriculum consists of over 1400 hours of teaching about international and business topics set in the context of social studies. Due to the practical character of the field of studies, courses will be delivered by academic teachers with an experience of working in companies and public organizations as well as external lecturers-practitioners who are employed in international companies, consulting agencies, non-profit organizations and public institutions at the local and central levels.</p> <p>The curriculum of this field of studies constitutes a composition of basic courses in the field of communication and marketing as well as specialist courses having a practical character, which will enable the participants to get to know various aspects of functioning of organizations on the international market, such as brand management and marketing communication, human resources management, management in the multicultural environment. Apart from knowledge and skills acquired in the framework of courses related to marketing and management, students will be equipped with multiple additional competencies, which are extremely important from the perspective of the contemporary job market, including: social communication and the art of presentation, international negotiations, ability to solve managerial problems in a creative way, and the application of data analysis and information technologies in making marketing decisions. Moreover, the students will have 120 hours of a traineeship in selected companies and institutions.</p> <p>The graduate of 1st level International Marketing can find a job in:</p> <p>The graduate of the INTERNATIONAL MARKETING field of studies will be able to find a job in various types of organisations functioning both on local and international markets, including enterprises, governmental and non-governmental institutions, public administration and media. High language competencies and business knowledge will enable to get employed at various specialist positions e.g.: marketing specialist, account manager, specialist in trade, sales, promotion, data analysis,</p>

	<p>media planning. The graduates of the INTERNATIONAL MARKETING field of studies will have the necessary qualifications to apply for jobs in media houses, interactive, advertising and PR agencies, and research companies. The studies will help them to find a job both in Poland and abroad.</p>
Tuition	<p>The charge of 2500 PLN/year applies for Polish and the EU/EFTA citizens. 2500 EUR/year for students from outside the EU/EFTA, exclusive of an additional 120 EUR charge that covers registration fee (for students of Polish origin the tuition is reduced by 50%).</p>
Deadline for application	<p>15 July 2018</p>
Requirements	<p>A high school diploma, a transcript of records showing the subjects/grades and a certificate of proficiency in English for foreigners (unless the secondary education was taught in English) are required. For detailed information about the admission procedure please visit: www.iso.uni.lodz.pl</p> <p>The course will open provided approved by the Senate of UL. Please be aware that minimum number of candidates is required to launch the programme.</p>
Contact	<p>Faculty of International and Political Studies ul. Składowa 43 90-127 Łódź (POLAND) tel.: (+48 42) 63 54 265 faks: (+48 42) 66 55 687 e-mail: interul@uni.lodz.pl</p>
www	<p>http://www.wsmip.uni.lodz.pl/wydzial?locale=en</p>

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