

# MA in International and Political Studies

## Specialization: International Marketing

<b>Institution</b>	Faculty of International and Political Studies
<b>Name of the programme</b>	MA in International and Political Studies, Specialization: INTERNATIONAL MARKETING
<b>Degree to obtain</b>	Master
<b>Duration</b>	24 months
<b>Language of instruction</b>	English
<b>ECTS points</b>	123
<b>Specialization description</b>	<p>International Marketing specialization within International and Political Studies is an unique postgraduate programme performed in English and dedicated to all individuals who wish to either initiate or strengthen their marketing management career on the international level. Our degree covers a blend of academic knowledge and real-life marketing examples. Course participants are taught by business experts (managers from international and Polish companies) and specialist academics who have practical background in commerce, services and non-profit sectors. Our master diploma helps both to expand and update candidates' knowledge and to establish valuable business contacts. Our programme was designed to cover the major topics and challenges related to building a company's international marketing strategy, corporate communications with international stakeholders, corporate finance, and other relevant corporate functions. All the courses offered are lectured in English which allows the participants to get a firm grip of specialized vocabulary and acquire communication skills necessary to perform successfully within international organizations.</p> <p>The programme embraces the following specialization subjects:</p> <ul style="list-style-type: none"> <li>- Marketing Management</li> <li>- Consumer Behaviour</li> <li>- International Marketing</li> <li>- Marketing Research</li> <li>- Brand Management</li> <li>- Strategic Management</li> <li>- Project Management</li> <li>- International Marketing Communication</li> <li>- Political Marketing</li> <li>- Digital Marketing</li> </ul> <p>In addition, the studies broadens the understanding of the complexity of the contemporary business world and supplementing business subjects by a mix of subjects about politics, international relations, multicultural and media communication.</p>

	<p>The key skills acquired during the course enable the graduate of International Marketing:</p> <ul style="list-style-type: none"> <li>• analyzing the international economic and political situation in terms of a comprehensive risk assessment of the actions taken and adjusting the objectives and scope of the planned activities in the enterprise and public organization to the specificity of the operating conditions</li> <li>• applying appropriate managerial methods and techniques in the daily practice of managing business and public organizations</li> <li>• effective team management based on knowledge and competence in the field of corporate communication</li> </ul> <p>The graduate of the specialization is prepared to work in international corporations, enterprises and EU institutions as well as central and local public offices.</p>
<b>Tuition</b>	<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 Tuition additional 120 EUR charge that covers registration fee (for students of Polish origin the tuition is reduced by 50%).</p>
<b>Deadline for application</b>	<p>July 2018</p>
<b>Requirements</b>	<p>Bachelor's Degree Diploma (or other document confirming Bachelor's Degree studies graduation) with the transcript of records and 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: <a href="http://www.iso.uni.lodz.pl">www.iso.uni.lodz.pl</a></p> <p>The course will open provided approved by the Senat of UL. Please be aware that minimum number of candidates is required to launch the programme.</p>
<b>Contact</b>	<p>Faculty of International and Political Studies  Department of International Marketing and Distribution  ul. Narutowicza nr 59a/ 90-131 Lodz (POLAND)</p> <p><u>Contact</u>  Paweł Kowalski, Ph.D.  tel.: (+48 42) 665-58-30, 665-54-52  e-mail: <a href="mailto:pkowalski@uni.lodz.pl">pkowalski@uni.lodz.pl</a></p>
<b>www</b>	<p><a href="http://marketing.wsmip.uni.lodz.pl/wydzial/o-nas-marketing">http://marketing.wsmip.uni.lodz.pl/wydzial/o-nas-marketing</a></p>

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**International Students Office of the University of Lodz**

Address: ul. Uniwersytecka3, 91-137 Lodz, Poland

Phone: +48 42 635 42 37

Fax: + 48 42 635 47 89

E-mail: [iso@uni.lodz.pl](mailto:iso@uni.lodz.pl)

**[www.iso.uni.lodz.pl](http://www.iso.uni.lodz.pl)**