

BA in International Relations

specialization: International Marketing

Institution	Department of International Marketing and Distribution, University of Lodz
Name of the programme	International Relations (stosunki międzynarodowe) Specialization International Marketing
Degree to obtain	BA in International Relations
Duration	6 semesters (3 academic years)
Language of instruction	English
ECTS points	180
Programme description	The new BA in International Marketing is designed for high school graduates with sound knowledge of English and the ambition to start their careers in international companies, institutions, media and diplomacy. The teaching programme comprises 600 hours of courses in International Relations combined with over 1000 hours of modern marketing and business courses. Our programme is unique for its practical character and special focus on international issues. The courses in international marketing management are based on real-life case studies and teach how to solve actual business problems. That is why our graduates are so well prepared to work in the international environment.
Tuition	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 30%). Please check UL website for updates about payments
Deadline for application	15 July 2017
Requirements	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

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www	http://www.wsmip.uni.lodz.pl/wydzial

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