

MA in International Relations - specialization International Marketing

Institution	International Marketing and Distribution Department, University of Lodz
Name of the programme	International Relations (stosunki międzynarodowe) specialization International Marketing
Degree to obtain	MA in International Relations
Duration	4 semesters (2 academic years)
Language of instruction	English
ECTS points	120
Programme description	<p>The second level studies' programme was designed to cover the major issues and challenges related to building a company's international marketing strategy, corporate communications with international stakeholders, corporate finance, project management and other relevant corporate functions.</p> <p>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 such as business enterprises and public sector institutions.</p> <p>The graduates are prepared to work in international corporations as well as in public administration. They are specialist in areas such as: marketing, public relations, European Funds and international projects management.</p>
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 50%). Please check UL website for updates about payments.
Deadline for application	15 July 2017
Requirements	<p>Bachelor's Degree Diploma (or other document confirming Bachelor's Degree studies graduation) with the transcript of records, English language certificate (unless first level studies were taught in English).</p> <p>The candidates are evaluated during a simple candidate profile analysis: all the candidates are initially required to submit a set of documents, based on which their relevance for the study is evaluated. The documents include: a curriculum vitae, motivational letter and legalized Bachelor's Degree Diploma (or other document confirming Bachelor's Degree studies graduation) with the transcript of records.</p> <p>For more information about the enrollment process, please visit the International Students Office page: www.iso.uni.lodz.pl</p>
Contact	<p>Faculty of International and Political Studies International Marketing and Distribution Department Składowa 41/43 Street, 90-127 Łódź e-mail: interul@uni.lodz.pl</p>
www	http://marketing.wsmip.uni.lodz.pl/?locale=en

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