

University of Łódź
Chair of International Marketing and Retailing
Post-graduate Diploma

THE ONLY post-graduate degree you can get in International Marketing at the University of Łódź

WHAT:

International Marketing Management is a unique postgraduate scholarly programme dedicated to individuals who wish to strengthen their management skills and bring their knowledge and market experience to up-to-date levels.

WHY:

our integrated degree programme is blend of
 1) academic courses held by market professionals,
 2) real-life marketing examples put in an academic context,
 3) intellectual challenge and vocation training on international level.

FOR WHOM:

for individuals with management and non-management background who wish to get a sound foundation in marketing management theory and practice on international level.

WHEN:

months of entry: July.

STUDY HOURS:

approximately 232 hours per course.

HOW LONG:

one-year degree programme

HOW:

course participants are taught by business experts and specialist academics who have practical background in commerce, services and non-profit sectors. Our training method is to encourage co-operative learning, working in international teams on international projects and case studies. All courses supported with individual tutoring.

OUR GRADUATES:

- ▶ develop the vocational skills necessary for a career or career advancement in marketing management in international organization in Poland and abroad
- ▶ establish good rapport with experts, consultants and academic professionals and help develop valuable business contacts
- ▶ understand different aspects of international marketing management from a strategic perspective applicable to all organizational types
- ▶ are able to manage international projects using op-to-date methods and instruments

For further information visit: www.imm.uni.lodz.pl

FEE: 3000 € (for foreign students)

FEE: 6500 zlotys (for Polish students)

www.wsmip.uni.lodz.pl

PROGRAMME OUTLINE

INTERNATIONAL MARKETING MANAGEMENT

Blocks	Courses
Block I. International Marketing Strategy	– Managing International Environment
	– International Finance
	– Marketing Strategy Development
Block II. International Communications	– Brand strategy
	– Marketing communications
	– Sales & Business negotiations
Block III. International Project Management	– Tools and methodology
	– Human Resources Management
	– European Projects
Block IV. Selected Issues in International Management	– International Retailing
	– International Logistics
	– International Media Management
Tutoring	

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OUR OTHER INTERNATIONAL BUSINESS POST-GRADUATES PROGRAMMES

French MBA

A unique programme in French, run for 17 years in cooperation with Lyon University, Graduates obtain two diplomas: Polish and French (MBA equivalent)
<http://www.wsmip.uni.lodz.pl/jednostki/KMMiD//Centrum/>

www.wsmip.uni.lodz.pl

International Marketing Management

www.imm.uni.lodz.pl

- ▶ Meet business experts and academic professionals
- ▶ Establish contacts to boost your career
- ▶ Learn from real-life case studies
- ▶ Improve your business English
- ▶ Study in international groups
- ▶ Feel the benefits of participate learning

Director: Full Professor Tomasz Domański
Coordinator: Marta Hereźniak, Ph.D.

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INTERNATIONAL MARKETING MANAGEMENT

Post-graduate Diploma

- Joint programme
for Polish and foreign candidates



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