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

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**FEE:**
- **3000 € (for foreign students)**
- **6500 zlotys (for Polish students)**

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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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