

HIGH SCHOOL GRADUATES!

JOIN US TO STUDY YOUR BACHELOR'S DEGREE IN **INTERNATIONAL MARKETING** IN ENGLISH

The Faculty of International and Political Studies offers this year's high school graduates a unique opportunity to study their BA in English

EMBRACE THE THEORY AND PRACTICE OF INTERNATIONAL BUSINESS!

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.

STUDY ABROAD!

In the course of the studies, the best participants are granted a possibility to study at our renowned partner universities in different European countries.

GAIN EXPERIENCE!

At the Faculty of International and Political Studies, we are experienced in running business studies and English and French. We cooperate with Polish and foreign companies associated in our Business Council. The best students benefit from internships in leading companies. Our teaching staff is composed of experienced academic tutors with practical background and business practitioners from Polish and international companies. All this will boost your career opportunities both home and abroad.

STUDY IN ENGLISH

The programme offers over 1600 teaching hours — all in English!

The fee is only 1000 PLN per semester (Polish and EU students)

This unique internationally-oriented diploma is available here in Poland — exclusively at our Faculty.

You are most welcome to join us in the upcoming academic year!

Tomasz Domański, Full Professor

*Dean of the Faculty
of International and Political Studies*

OUR GRADUATES:

- ▶ Acquire the most up-to-date knowledge related to international relations and international marketing.
- ▶ Are ready to work for international companies, public institutions, diplomacy and media at local and central level.
- ▶ Understand business processes and management tools applied in international corporations.
- ▶ Develop a 'can-do' attitude oriented at problem-solving and team working.
- ▶ Recognize cultural differences in management.
- ▶ Are able to communicate effectively on professional and interpersonal level in international business environment.
- ▶ Have good command of two foreign languages.

NEW CAREER OPPORTUNITIES

- ▶ Interdisciplinary education and good command of foreign languages, make our graduates preferred and valued employees in various types of organizations, including:
 - ▶ International corporations and consultancies
 - ▶ Public institutions shaping foreign and economic policies
 - ▶ International organizations
 - ▶ Local and central media
 - ▶ Scientific establishments and research centres in Poland and abroad



OUR Bachelor'S PROGRAMME INTERNATIONAL MARKETING

European Union standard of higher education
for fees you can afford!

- ▶ Bachelor's diploma at one of the leading Polish Universities, at the heart of Poland, the member of the EU
- ▶ Affordable fees: 2500 Euro/year (foreign non EU students)
- ▶ Interdisciplinary programme covering up-to-date issues in international relations and international marketing
- ▶ Tutors with practical background in lectured subjects
- ▶ For the best students — internship opportunities in partnering companies and institutions
- ▶ Small groups to guarantee individual approach to all students
- ▶ All subjects in English
- ▶ Participative teaching methods

www.wsmip.uni.lodz.pl

Bachelor's degree in English

graphic design: Krzysztof Tyczkowski

CONTACT US:

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**Chair of International Marketing and Retailing
Faculty of International and Political Studies
University of Łódź**

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**Faculty of
International and
Political Studies**
University of Lodz

INTERNATIONAL MARKETING

Bachelor's degree

- All courses in English
- International student exchange



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