

## Marketing Business Management

Type:  
**Graduate (Master)**

Field of study:  
**Management**

Duration of study:  
**2 years (4 semesters)**

Mode:  
**full-time | online**

Language:  
**Polish | English**



Obtained title:  
**master**

### Why You should choose this study programme

The concept of marketing business management and ensuring that customer requirements constantly influence the shape and quality of the offer is now widely used in all areas of management in companies and organizations around the world.

By studying this specialization you will learn modern management methods, you will learn to use advanced IT tools and you will learn how to effectively increase quality in the organization.

# What You can do after this study programme



After graduation, you will open the door to a career in promotion and marketing, both in the public and private sectors, government and local government administration, advertising agencies, social and non-governmental organizations, public relations agencies, in opinion-forming mass media: press, radio, television, social media and many other national and international organizations.

## This programme is for You, if:

**You are a creative person and open to new ideas**

**You easily establish contacts with people and understand their needs**

**You are looking for a job in modern and dynamically developing industries**



# Degree programme and study structure

SECOND-CYCLE STUDIES  
(GRADUATE STUDIES)

Study last 2 years (4 semesters), are worth 120 ECTS credits , end with a master's degree.

The education model is focused on finance and accounting subjects and specialization subjects.

## FIRST YEAR OF STUDY

The first two semesters comprise courses taken together for all students in a given field of study.

### FIRST SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
STATISTICAL METHODS	7	L, D	60/40
ENTREPRENEURSHIP	7	L, D	60/40
PUBLIC RELATIONS	4	L	30/16
MANAGEMENT CONCEPTS	4	L	30/24
ETHICS IN MANAGEMENT	4	S	30/16
CIVIL LAW	4	S	30/16

### SECOND SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
STRATEGIC MANAGEMENT	7	L, D	60/40
ART OF NEGOTIATION	7	L, D	46/32
INTERNATIONAL MARKETING	6	L	30/24
COMMERCIAL LAW	5	L	30/16
MODERN BUSINESS PROCESS MANAGEMENT	5	L	30/16

# Degree programme and study structure

## SECOND YEAR OF STUDY

In the second year, you can choose courses in social communication and public relations to gain specialist training in this area. In semester III you should choose two out of three courses conducted in the form of lectures and discussions, and two out of three courses in the form of seminars. In semester IV – you must choose three of the four courses taught in the form of seminar.

### THIRD SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
ENTERPRISE MANAGEMENT INFORMATION SYSTEMS	6	L, D	60/40
LOGISTICS	6	L, D	60/40
TOTAL QUALITY MANAGEMENT	6	L, D	60/40
DIGITAL ECONOMY	4	S	30/16
SOCIAL COMMUNICATION	4	S	30/16
MARKETING MANAGEMENT	4	S	30/16

### FOURTH SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
MARKETING ON THE ENTERPRISE MARKET	5	K	30/24
SOCIO-ORGANISATIONAL PROCESS MANAGEMENT	5	K	30/24
INNOVATION MANAGEMENT	5	K	30/24
MANAGEMENT OF THE INFORMATION COMPANY	5	K	30/24

Starting from semester three, students also participate in a undergraduate thesis seminar, during which they prepare their master's thesis under the supervision of a supervisor. The diploma examination with a thesis defence concludes the studies and allows for the award of the Master's degree.

## FIXED TUITION - FLEXIBLE PAYMENTS

By choosing to study at UEHS, you can be sure that the tuition fee will not change throughout the duration of your studies. You can pay the tuition fee once for the entire year of study or spread over a semester payment. This allows you to decide how you want to plan your expenses.

## REDUCE THE COST OF YOUR STUDIES

As part of the UEHS discount programme, you can take advantage of various reductions and promotions. They are usually applied in the first year of study. It means that your tuition fees will be reduced by the amount of the discounts granted. Candidates who register and pay their tuition fees within one month of registration will receive an English language course for free. The course covers 80 hours of English classes and 20 hours of classes of Polish culture.

## FEES

### EU&OTHER COUNTRIES GROUP

YEAR OF STUDY	ANNUALLY	PER SEMESTER
<b>1st year</b>	2700 €	1500 €
<b>2nd and 3rd</b>	2700 €	1500 €

### OTHER COUNTRIES

YEAR OF STUDY	ANNUALLY	PER SEMESTER
<b>1st year</b>	3700 €	2000 €
<b>2nd and 3rd</b>	3700 €	2000 €



# Scholarships - easier than you think



While studying at UEHS, you can take advantage of a wide range of financial support from the state budget and European funds, as well as benefit from special discounts with UEHS discount program

**You can submit most scholarship applications quickly and easily through your online account.**

2020/2021 ACADEMIC YEAR

**292**

RECTOR'S  
SCHOLARSHIPS

**106**

SOCIAL  
SCHOLARSHIPS

**79**

SCHOLARSHIPS  
FOR PEOPLE  
WITH DISABILITIES

**PLN 1,890,289.35 was spent in 2019 on scholarships**  
**PLN 2,911,662.50 was spent in 2020 on scholarships**

**SCHOLARSHIP • SPORTS SCHOLARSHIPS • SOCIAL SCHOLARSHIPS  
• SPECIAL SCHOLARSHIPS FOR DISABLED PEOPLE • ALLOWANCES**