

Marketing in Enterprises

Type:
**Undergraduate
(Bachelor)**

Field of study:
Management

Duration of study:
3 years (6 semesters)

Mode:
full-time | online

Language:
Polish | English



Obtained title:
bachelor's degree

Why You should choose this study programme?

Studies on this specialization prepare to effective management of marketing processes in a company, use of marketing tools and professional creation of marketing strategy oriented on searching attractive sales markets,

predicting and satisfying consumers' needs, building organization's image and brand, as well as ability to cooperate with organizations providing marketing services.

What You can do after this study programme



As a graduate of this specialization, you will join the group of experts sought by advertising agencies, marketing departments or sales support departments in companies and enterprises. You will also easily find yourself in the role of analyst, consultant, manager or project manager.

This programme is for You, if:

You are thinking about a professional managerial career

You have analytical and creative flair

You like new challenges and can plan activities



Degree programme and study structure

FRIST-CYCLE STUDIES
(UNDERGRADUATE STUDIES)

Studies last 3 years (6 semesters), are worth 180 ECTS credits, end with a bachelor's degree.

The curriculum covers the issues of management science and related disciplines, concerning the essence, regularities and problems of enterprise and other organizations.

FIRST YEAR OF STUDY

The first year of study is dominated by subjects which, irrespective of the chosen field of study, will provide a broad horizon of thinking and an understanding of the concepts and basic issues in a particular field of study. As a result, you will acquire knowledge and skills that will make it easier for you to find your place in many different professions in the future and prepare you to undertake interdisciplinary projects, which is nowadays particularly important and appreciated on the labour market. From the second semester onwards, classes introduce in more detail the content specific to the chosen field of study.

FIRST SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
SCIENCE OF STATE, LAW, POLITICS	5	L	30/24
INTRODUCTION TO PSYCHOLOGY	5	L	30/24
ORGANISATION AND MANAGEMENT THEORY	5	L	30/24
BASIC OF ECONOMICS	5	L	30/24
BASIC OF SOCIAL COMMUNICATION	4	S	30/16
ACADEMIC SKILLS	2	S	15/8
INTRODUCTION TO PHILOSOPHY	4	L	30/16
OHS	0	E	8/4

Degree programme and study structure

MARKETING IN ENTERPRISES

SECOND SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
METHODOLOGY OF RESEARCH IN SOCIAL SCIENCES	4	S	24/16
PROJECT MANAGEMENT	3	S	24/16
BASIC OF LEGAL AND PUBLIC FINANCE	4	L	30/24
BASIC OF BUSINESS LAW	3	L	30/16
ACCOUNTING PRINCIPLES	5	L, D	60/40
QUANTITATIVE METHODS-STATISTICS	2	L, D	60/40
ORGANISATIONS MANAGEMENT	4	L	30/24

SECOND YEAR OF STUDY

In the second year, subjects focused on the chosen field of study are introduced to the programme. They enable you to deepen your knowledge and acquire the competences necessary to understand and practically apply knowledge of finance and accounting in different spheres of economic activity.

THIRD SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
HUMAN RESOURCES MANAGEMENT	7	L, D	60/40
COMPANY FINANCES	7	L, D	60/40
MICROECONOMICS	6	L, D	60/40
BASIC OF MARKETING	4	L	30/24
ORGANISATIONAL BEHAVIOUR	4	L	30/24

FOURTH SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
FINANCIAL ANALYSIS OF THE COMPANY	6	L, D	60/40
MARKETING RESEARCH	6	L, D	60/40
MACROECONOMICS	4	S	30/24
BASIC OF PUBLIC RELATIONS	4	L	30/16
MANAGEMENT OF CHANGE	4	L	30/24
QUALITY MANAGEMENT	4	S	30/16

Degree programme and study structure

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.

THIRD YEAR OF STUDY

In the third year, you can choose subjects from the specialisation International Logistics to gain specialised preparation in this area. You can choose 4 of the 6 specialisation subjects on each semester.

FIFTH SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
BASIC OF NEGOTIATION AND MEDIATION	5	L, D	60/40
BASIC OF ADVERTISING	5	L, D	60/40
CORPORATE SOCIAL RESPONSIBILITY	5	L, D	60/40
OPERATIONAL CONTROLLING	4	S	30/16
BRAND MANAGEMENT	4	S	30/16
KNOWLEDGE MANAGEMENT	4	S	30/16

SIXTH SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
MARKETING IN TRADE AND SERVICES	6	L, D	60/40
COMPETITION STRATEGIES	6	L, D	60/40
PROMOTIONS STRATEGIES	4	S	30/16
ADVERTISING PSYCHOLOGY	6	L, D	60/40
CONSUMER BEHAVIOUR	4	S	30/16
SUPPLY CHAIN MANAGEMENT	4	S	30/16

The study programme also includes foreign language classes and (for full-time students) sports and recreational activities.

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
1st year	2500 €	1400 €
2nd and 3rd	2500 €	1400 €

OTHER COUNTRIES

YEAR OF STUDY	ANNUALLY	PER SEMESTER
1st year	3500 €	1900 €
2nd and 3rd	3500 €	1900 €

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**