

# BA in International Marketing

<b>Institution</b>	Faculty of International and Political Studies, University of Lodz
<b>Name of the programme</b>	International Marketing
<b>Degree to obtain</b>	BA in International Marketing
<b>Duration</b>	6 semesters (3 academic years)
<b>Language of instruction</b>	English
<b>ECTS points</b>	183
<b>Programme description</b>	<p>A new practical field of Bachelor studies in English – International Marketing – has been created for high school graduates with a very good command of English who aspire to build their professional careers in international companies and public organizations.</p> <p>The curriculum consists of over 1200 hours of teaching about international and business topics set in the context of social studies. Due to the practical character of the field of studies, courses will be delivered by academic teachers with an experience of working in companies and public organizations as well as external lecturers-practitioners who are employed in international companies, consulting agencies, non-profit organizations and public institutions at the local and central levels.</p> <p>The curriculum of this field of studies constitutes a composition of basic courses in the field of communication and marketing as well as specialist courses having a practical character, which will enable the participants to get to know various aspects of functioning of organizations on the international market, such as brand management and marketing communication, human resources management, management in the multicultural environment. Apart from knowledge and skills acquired in the framework of courses related to marketing and management, students will be equipped with multiple additional competencies, which are extremely important from the perspective of the contemporary job market, including: social communication and the art of presentation, international negotiations, ability to solve managerial problems in a creative way, and the application of data analysis and information technologies in making marketing decisions. Moreover, the students will have an extensive traineeship in selected companies and institutions.</p> <p>The graduate of 1<sup>st</sup> level International Marketing can find a job in:</p> <p>The graduate of the International Marketing field of studies will be able to find a job in various types of organizations functioning both on local and international markets, including enterprises, governmental and non-governmental institutions, public administration and media. High language competencies and business knowledge will enable to get employed at various specialist positions e.g.: marketing specialist, account manager, specialist in trade, sales, promotion, data analysis, media</p>

	<p>planning. The graduates of the International Marketing field of studies will have the necessary qualifications to apply for jobs in media houses, interactive, advertising and PR agencies, and research companies. The studies will help them to find a job both in Poland and abroad.</p>
<b>Tuition</b>	2 750 Euro
<b>Deadline for application</b>	15 July 2022
<b>Requirements</b>	<p>Please note that there is an ongoing change of regulations at the University of Lodz (due to the reform of state Law on Higher Education and Science) and there may be some amendments to admission rules in 2022.</p> <p>The following documents are required (among others):</p> <p>(1) a high school diploma,  (2) a high school transcript of records showing passed subjects and obtained grades,  (3) a certificate of proficiency in English for foreigners (unless secondary education was taught in English).</p> <p>For detailed information about the admission procedure please visit:  <a href="http://www.iso.uni.lodz.pl">www.iso.uni.lodz.pl</a></p>
<b>Contact</b>	<p><u>For questions about the studies please contact:</u>  Faculty of International and Political Studies, University of Lodz  43 Składowa Str., 90-127 Łódź, Poland  tel.: +48 42 63 54 265  fax: +48 42 66 55 687  e-mail: <a href="mailto:interul@uni.lodz.pl">interul@uni.lodz.pl</a></p> <p><u>In matters related to the admission procedure please contact:</u>  International Relations Office, University of Lodz  3 Uniwersytecka Str., 90-137 Łódź, Poland  Phone: +48 42 635 42 37  e-mail: <a href="mailto:admission@uni.lodz.pl">admission@uni.lodz.pl</a></p>
<b>www</b>	<a href="http://www.wsmip.uni.lodz.pl/wydzial?locale=en">http://www.wsmip.uni.lodz.pl/wydzial?locale=en</a>

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