

MA in International and Political Studies

Specialization: International Marketing

Institution	Faculty of International and Political Studies, University of Lodz
Name of the programme	International and Political Studies, specialization: International Marketing
Degree to obtain	MA in International and Political Studies
Duration	4 semesters (2 academic years)
Language of instruction	English
ECTS points	122
Programme description	<p>International Marketing specialization within International and Political Studies is an unique postgraduate programme performed in English and dedicated to all individuals who wish to either initiate or strengthen their marketing management career on the international level. Our degree covers a blend of academic knowledge and real-life marketing examples. Course participants are taught by business experts (managers from international and Polish companies) and specialist academics who have practical background in commerce, services and non-profit sectors. Our master diploma helps both to expand and update candidates' knowledge and to establish valuable business contacts. Our programme was designed to cover the major topics and challenges related to building a company's international marketing strategy, corporate communications with international stakeholders, corporate finance, and other relevant corporate functions. All the courses offered are lectured in English which allows the participants to get a firm grip of specialized vocabulary and acquire communication skills necessary to perform successfully within international organizations.</p> <p>The programme embraces the following specialization subjects:</p> <ul style="list-style-type: none"> • Marketing Management • Consumer Behavior • International Marketing • Marketing Research • Brand Management • Strategic Management • Project Management • International Marketing Communication • Political Marketing • Digital Marketing. <p>In addition, the studies broadens the understanding of the complexity of the contemporary business world and supplementing business subjects by a mix of subjects about politics, international relations, multicultural and media communication.</p>

	<p>The key skills acquired during the course enable the graduate of International Marketing:</p> <ul style="list-style-type: none"> • analyzing the international economic and political situation in terms of a comprehensive risk assessment of the actions taken and adjusting the objectives and scope of the planned activities in the enterprise and public organization to the specificity of the operating conditions • applying appropriate managerial methods and techniques in the daily practice of managing business and public organizations • effective team management based on knowledge and competence in the field of corporate communication. <p>The graduate of the specialization is prepared to work in international corporations, enterprises and EU institutions as well as central and local public offices.</p>
Tuition	2 700 Euro
Deadline for application	15 July 2022
Requirements	<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> <ol style="list-style-type: none"> (1) higher education (Bachelor) diploma or Master degree (2) transcript of records showing the subjects/grades (3) certificate of proficiency in English for foreigners (unless the first degree was taught in English). <p>For detailed information about the admission procedure please visit: www.iso.uni.lodz.pl</p>
Contact	<p><u>For questions about the studies please contact:</u> Department of International Marketing and Distribution, Faculty of International and Political Studies ul. Narutowicza nr 59a, 90-131 Lodz, Poland Paweł Kowalski, Ph.D. tel.: +48 42 665-58-30, 665-54-52 e-mail: pkowalski@uni.lodz.pl</p> <p><u>In matters related to the admission procedure please contact:</u> International Relations Office, University of Lodz 3 Uniwersytecka Str., 90-137 Lodz, Poland Phone: +48 42 635 42 37 e-mail: admission@uni.lodz.pl</p>
www	http://marketing.wsmip.uni.lodz.pl/wydzial/o-nas-marketing

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