

THE PROGRAMME (YEAR I)**SEMESTER I**

Subject	Hours/semester	Credit points
Theory of International Relations	30	4
International Security	45	5
Development Economics	30	4
International Financial Markets	15	2
Marketing Management	30	4
Marketing Research	30	3
Consumer Behaviour	30	3
Place Branding	30	3

SEMESTER II

Subject	Hours/semester	Credit points
M.A. Seminars	30	3
Economic Law of EU	30	4
International Environmental Protection	30	4
International Economic Transactions	15	2
International Protection of Human Rights	30	4
Political Marketing	30	4
Strategic Management	30	3
Brand Management	30	3
Writing MA thesis in English	15	

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THE PROGRAMME (YEAR II)**SEMESTER III**

Subject	Hours/semester	Credit points
M.A. Seminars	30	13
Globalisation and Regionalisation	30	4
International Social Policy	30	3
International Forecasting and Simulations	30	3
International Marketing	30	4
Project Management	45	4
International Marketing Communication	30	3
Writing M.A. thesis in English	15	

SEMESTER IV

Subject	Hours/semester	Credit points
M.A. Seminars	45	19
Public Sector Management	30	4
European Regional Policy	30	3

M.A. seminars

International Marketing Strategies
Territorial Marketing/European Regional Policy
International Marketing Management
Economic and Social issues of the European Union

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REQUIREMENTS FOR MASTER'S STUDIES

- ▶ Bachelor's or Master's diploma in any discipline legalized at Polish Embassy in your country
- ▶ A valid visa
- ▶ Good command of English (speaking, reading and writing)

OUR GRADUATES

- ▶ Acquire the most up-to-date knowledge related to international relations and international marketing
- ▶ Are ready to work for international companies and public institutions at local and central level
- ▶ Are specialists in marketing, public relations, project management and European Funds
- ▶ Have good command of two foreign languages

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

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OUR POST-GRADUATE DIPLOMAS

After graduation, if you want to:

- ▶ develop unique vocational skills
- ▶ establish valuable business contacts
- ▶ expand your career opportunities

take a look at our post-graduate programmes in English and French

International Marketing Management:

The only post-graduate diploma in international marketing management at the University of Łódź. The programme is a blend of academic courses held by market professionals and real-life marketing examples www.imm.uni.lodz.pl

French MBA:

A unique programme in French, run for 15 years in cooperation with Lyon University. Graduates obtain two diplomas: Polish and French (MBA equivalent) <http://www.wsmip.uni.lodz.pl/jednostki/KMMiD/Centrum/>

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A joint programme for Polish and International students

graphic design: Krzysztof Tyczkowski

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

WHY INTERNATIONAL MARKETING

- ▶ Master'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 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

CONTACT US:

For further information contact us at:
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Department 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

Master's Programme

- Full time studies in English
- A joint programme
for Polish and International students



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