

Master in International Relations, specialization: International Marketing (2010/2011)

1. General information on the institution organizing the Master course

Higher Education Institution Name: **University of Lodz**
Faculty/Department affiliation of the Master course: **Faculty of International and Political Studies, Department of International Marketing and Distribution**
Country of the Higher Education Institution: **Poland**
Contact person of the Master course: **Pawel Kowalski, Ph.D.**
Email of the contact person: **pkowalski@uni.lodz.pl**
Address (Street/Postal code/Town/Country): **Skladowa 41/43 90-127 Lodz Poland**

2. General information on the Master course

Title of the Master course: **Master in International Relations specialization International Marketing**
Website of the Master course: **http://www.wsmip.uni.lodz.pl/html_en/index.html**

International Marketing Management is a unique postgraduate scholarly 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 target group

- ✓ candidates with bachelor's degree
- ✓ employees of and candidates to companies, wishing to update and complete their knowledge on master level in international marketing management
- ✓ candidates who work outside of business but wish to expand their career opportunities in marketing management

Our graduates

- ✓ acquire up-to-date specialist knowledge related to marketing management in the international environment
- ✓ are ready to perform successfully in international organization in Poland and abroad
- ✓ develop their skills in strategic management, project management, accounting, branding etc.
- ✓ possess ability to communicate fluently using business English

Number of study months of the full-degree programme: **24**

Month in which the Master course starts: **October**

Month in which the Master course ends: **June**

3. Structure of the Master course

Our programme was designed to cover the major issues and challenges related to building a company's international marketing strategy, corporate communications with international stakeholders, corporate finance, project management and other relevant corporate functions (retailing, logistics, media management). 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.

SUBJECTS:

– Marketing Management

- International Marketing
- Territorial Marketing
- Political Marketing
- Strategic Management
- Brand Management
- Marketing Research
- Consumer Behaviour
- E-marketing
- Marketing Communication
- Project Management
- Public Sector Management
- European Regional Policy

The teaching programme consists of 825 hours and last 4 semesters. Total ECTS points amounts to 125. After 1 semester students are obliged to enroll to MA seminar which corresponds to their international management interests. MA thesis is defend after 4 semesters of studies.

During studies students have opportunities to leave for mobility planned. Possible destinations: University of Klagenfurt, Université Libre de Bruxelles, University of Pavia, University of Southern Denmark, University of Tampereen Yliopisto, Université Jean Moulin Lyon 3, Växjö University, University of Birmingham, Univesidad de Santiago de Compostela, Universidad de Granada, Universidade Nova de Lisboa

Monitoring and feedback with students

Methods of assessment: written tests, case study analysis, team projects, oral presentation

Students' opinion monitoring: lecturers' assessment survey

Feedback with students: meetings and consultations

Main working language of the course: English

Any other working language of the course: French

4. Admission and selection criteria

- **University degree(s) required and other admission criteria**

Minimal requirements:

- Legalized Bachelor's Degree Diploma (or other document confirming Bachelor's Degree studies graduation) with the transcript of records.
- communicative knowledge of English (speaking, reading, writing) on the level of English language certificate.
- Signed CV which should include the following information:

- ✓ general information about an education history and any additional qualifications of the candidate;
- ✓ information on language skills / competences;
- ✓ employment history in brief;
- ✓ additional information regarding the candidate's experience;

- **Language knowledge and levels required**

Any English Language Certificate

University of Lodz accepts the following English Language certificates with passed grades:

- First Certificate in English (FCE),
- Certificate in Advanced English (CAE),
- Certificate of Proficiency in English (CPE),
- Business English Certificate (BEC) Vantage,
- Business English Certificate (BEC) Higher,
- Certificate in English for International Business and Trade (CEIBT)

- **Summary description of the selection procedure**

The candidates are evaluated during a simple candidate profile analysis: all the candidates are initially required to submit a set of documents, based on which their relevance for the study is evaluated. The documents include: a curriculum vitae, motivational letter and legalized Bachelor's Degree Diploma (or other document confirming Bachelor's Degree studies graduation) with the transcript of records

Applications can be submitted from 1 March 2011

Overall average number of students admitted to the master course: **50**

Description of the reception services offered to foreign students by the institution

All the necessary information are included in web page <http://www.iso.uni.lodz.pl/index.php/polish/admission>

Annual Tuition Fees – 2500 EUR

The tuition fees cover all the cost of educational programme with all the teaching materials.