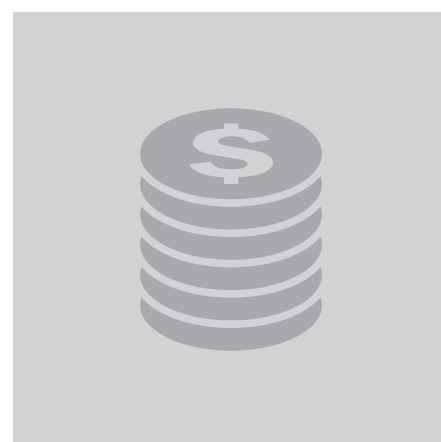


DEPARTMENT
OF ECONOMICS
AND MANAGEMENT

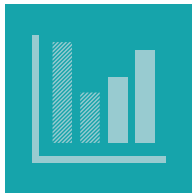
UNIVERSITY OF 
ECONOMY



Bachelor Studies in **INTERNATIONAL MARKETING & BRANDING**

Joint Degree Programme with SMK University of Applied Social Sciences (Lithuania)

www.eurostudies.pl



International Marketing and Branding



The Bachelor programme in International Marketing and Branding is offered jointly by University of Economy (Poland) and SMK University of Applied Social Sciences (Lithuania). The objective of the Joint Degree Programme is to teach individuals how to professionally analyze, plan and prepare marketing strategies, how to make and apply marketing decisions in international markets, as well as how to develop an identity of a company, product or brand in international markets.

The programme is designed to train leaders in the field of marketing and advertising. Graduates are prepared for variety of positions including consultants or specialists in marketing departments of international companies, also in companies that operate in or intend to enter foreign markets. They can find job in advertising and marketing agencies that develop international projects and provide services of company marketing and branding.



The joint study programme is delivered in cooperation with SMK University of Applied Sciences (Lithuania). SMK University of Applied Social Sciences is one of the biggest private colleges in Lithuania today. It takes leading positions in the national higher school ratings. SMK receives a large number of new students every year and is one of the most popular private higher education institutions in the country.

Characteristics of a graduate

The graduate of the study programme gains the ability to plan and implement international marketing solutions and manage branding of a company or a product. Besides, they get qualifications to do marketing and market research and to identify the differences in consumer behavior in international markets, as well as to develop and implement international marketing strategies. This international joint degree programme allows its graduates to acquire the ability to foresee product development opportunities and make a plan for introduction of a new product to foreign markets. Finally, graduates are able to manage company's product brand, to develop and manage business, product or service branding and to apply different branding strategies in international markets.

Selected courses

FUNDAMENTALS OF MANAGEMENT
INTERCULTURAL COMMUNICATION
PRESENTATION SKILLS
BRANDING STRATEGIES
BUSINESS ENGLISH

PERSONAL MANAGEMENT

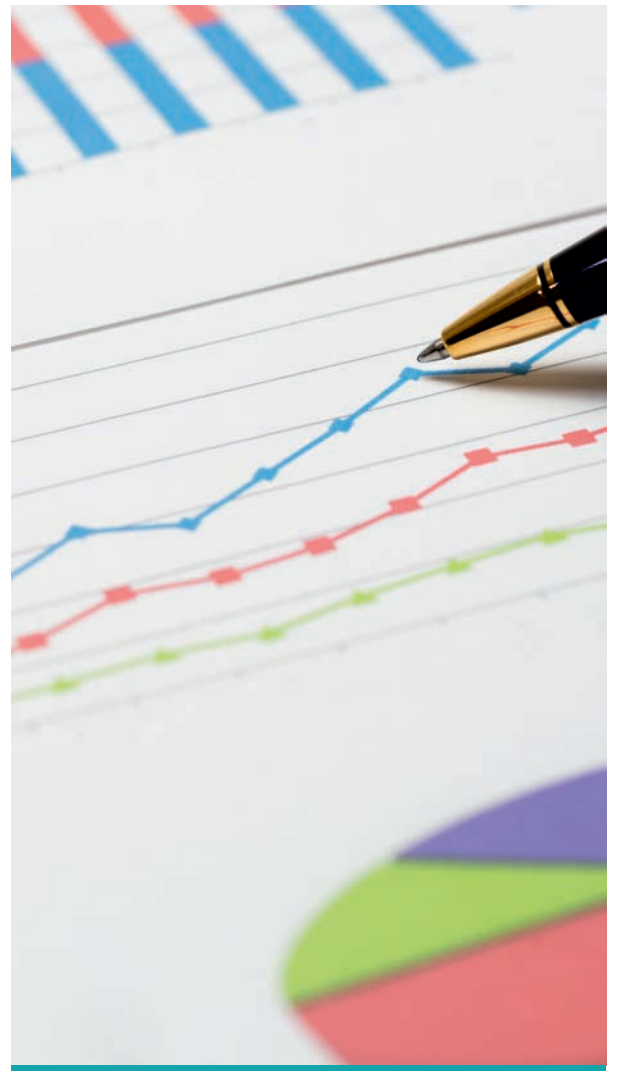
MARKETING & BRANDING
POSITIONING

ECONOMICS
CREATIVITY TECHNIQUES
VISUAL SEMIOTICS

BRAND MANAGEMENT
PRINCIPLES OF MARKETING

CREATIVITY TECHNIQUES
ICT IN MARKETING

BUSINESS COMMUNICATION
INTERNATIONAL MARKETING
CONSUMER BEHAVIOR AND PSYCHOLOGY
CREATIVE INDUSTRIES



Education process

The education process lasts six semesters, in total three years. Students choose one of two paths. They can study only at University of Economy where lectures are given by teachers both from UoE and SMK and in this way get a diploma in International Marketing and Branding from University of Economy. In order to obtain two BA diplomas (of UoE and SMK), students are obliged to complete four semesters at University of Economy and two semesters at SMK University of Applied Social Sciences. What is worth mentioning, the costs of students' stay at a partner university can be covered by different exchange programmes.



University of Economy

University of Economy is a non-state institution of higher education. Its foundation was preceded by ten-year experience gained from providing post-secondary education aimed at qualifying staff for free market economy, in particular for tourism sector and for the use of modern IT technologies in company management.

modern campus

located in the city center,
on the banks
of the Brda River



in the area of **3.2 ha**
there are
13 modern
buildings

Admissions

International
Recruitment Office
+48 52 567 07 92
interrecruitment@byd.pl

Garbary 2
PL 85-229 Bydgoszcz

The University is located in Bydgoszcz, the eight largest city in Poland. Bydgoszcz can offer many attractions for everyone, including:

- easy access to beautiful countryside, such as the Myślęcinek park, the Tuchola Forest, the Bydgoska Puszcza Forest,
- it is a major cultural and sports center in the country, famous for remarkable performances on the scenes of the Opera "Nova" and the Polish Theatre, superb concerts in the Pomeranian Philharmonic, and great sports events in "Łuczniczka" Sport and Entertainment Hall,
- the city is home for many international companies that deal with the electrotechnical industry, telecommunications and banking.

About the university

University of Economy is the largest non-state institution of higher education in Northern Poland. Currently, the university has in its offer four study programmes in English. These are International Marketing and Branding (Bachelor), International Business (Master), Mechatronics (Master). The university conducts also Executive MBA studies in cooperation with Maastricht School of Management. Besides, UoE offers also more than BA and MA study programmes and more than 50 specialties conducted in Polish.

University of Economy is the most international HEI in Northern Poland. Currently, more than 500 international students gain education here. Students due to a wide network of partner universities all around the world (more than 70), students have broad possibilities to participate in International Summer Schools, different exchange programmes, workshops and different international projects.

The university's modern campus is located in the centre of Bydgoszcz, only 10-minute walking to the Old Square Market. The campus includes 13 buildings and recreational facilities in a compact complex with established greenery in a picturesque bend of the Brda River.

Our history

University of Economy is the name officially used since January 2005. Earlier the University was known as Pomeranian University of Tourism and Hotel Management. The University was founded by KOLFER Company – one of the first private institutions in the region that was professionally engaged in national and international tourism. Once the innovative management and IT technologies proved to be effective in KOLFER, the company commenced training courses in the following areas: tourism, hotel industry, IT, economy and foreign languages. In 1995 Complex of Vocational Colleges was founded with the same rights as state schools educating and giving qualifications necessary to work in the following sectors: tourism, hotel industry, IT business and public administration.