



Business School
Rankings



KOZMINSKI UNIVERSITY

DIGITAL MARKETING

SPECIALIZATION ON THE MANAGEMENT PROGRAM

KOZMINSKI.EDU.PL/DIGITAL_MARKETING

MASTER'S PROGRAM



International accreditations:



Prof. Grzegorz Mazurek, PhD
Vice-Rector for International Relations
Leader of the Program

Nowadays, no one needs to be convinced that digital marketing is an important element of every company's activity. It is clear that every organization small or large, private or public, Internet based or traditional is affected by digital transformation and each of them uses Internet marketing or at least tries to do it. The Digital Marketing specialization is the first two-year Master's program in Poland aimed at the education of well-prepared, modern marketers who understand the digital world and changes it evokes in every company or organization. Marketers who will not only successfully fulfill the tasks related to acquiring the client, but will be able to change the company's strategy.

I cordially invite you to familiarize yourself with the details of the Digital Marketing specialization. An innovative program, run by great specialists and recognized professors with achievements in e-business. A program whose partners include such brands as Accenture, Brand24, Sotrender or Salesmanago.

If you want to learn how to build e-marketing strategies, create websites, online stores, use Google or Facebook tools, create graphics and video imaging, use artificial intelligence in business or what business models will be best for a given on-line organization – this is the program for you. Thanks to the Digital Marketing specialization you will quickly build a career in a modern, digitized world.

We invite you to take up our studies!

Virtual world is at constant change – more and more customers are now leveraging digital for their day to day private and professional life. At Accenture we constantly strive to understand the challenges of our clients within digital world, help them to become digitally agile, establish effective digital presence and ensure that their campaigns, content that is posted as well as the impressions created by their consumers is led by example of best practices across industries. People are our key asset and success of Accenture is proven by capabilities of people that are daily managing the client relationship and digital challenges. Our primary focus is to ensure capabilities development of our people for the industry relevance. The partnership with Kozminski University on the Digital Marketing specialization is an instrumental part of this mindset as an opportunity to attract digitally oriented people – the talents who we think can find their desired place to work in our organization and take the opportunity of professional progression.



Katarzyna Bors
Marketing Operations Portfolio Lead for Poland
Accenture Operations

! MAIN INFORMATION	
Level of studies	Graduate
Type	Full time
Time to complete studies	2 years
Title received	Master
Language used	English
ECTS credits	120

About the Program

The Digital Marketing program is a new, innovative specialization in the field of management, conducted in English.

The studies are intended to educate a modern marketing manager who:

- proficiently moves through the conditions of the digital economy, understands the contemporary world and the modern client
- knows how the Internet can change not only marketing, but also the whole organization and knows how to effectively implement such a change
- understands how modern technologies, i.e. social media, mobile, artificial intelligence or automation, change the functioning of the company
- will be able to effectively create a strategy, plan and tasks related to internet marketing (including social media marketing)
- perfectly knows and is able to use tools related to on-line promotion (e.g. Facebook Ads, Google Adwords, systems for marketing automation or e-mail marketing systems)
- knows how to start up and run an online store, understands the possibilities resulting from the use of online business models (e.g. crowdsourcing, sharing economy, model freemium etc.)
- perfectly knows web analytics, can use tools such as Google Analytics, Brand24, Sotrender and many other
- knows the basics of computer graphics and the preparation of on-line video materials
- can cooperate in a virtual environment (virtual teams)
- during his/her studies was in continuous contact with e-marketing and e-business practices
- recognizes the development opportunities of any organization, resulting from the phenomenon of digital transformation, through which every company or institution passes
- can function freely in an international environment since the program is conducted in English.

Program Partners

The program is co-created with companies that are leaders in the new media and technology environment:

The strategic partner of the program is ACCENTURE.



The Substantive Patrons of the studies are:

- Brand24
- Salesmanago
- Sotrender



Why Choose Kozminski University?

- According to the "Financial Times" KU is ranked the best business school in Central Europe.
- It is also the best private university, according to the "Perspektywy" ranking (national rankings).
- It's accredited by all three prestigious accrediting organizations from around the world AACSB, EQUIS, AMBA
- The management program was awarded twice by the Polish Accreditation Committee.
- Prominent lecturers with extensive experience in business
- According to the "Wprost" ranking, employers state that it's the most valued non-public university

Why Choose the Digital Marketing Specialization?

- The partners of the studies are recognized brands from the digital world, including: **Accenture, Sotrender, Brand24, Salesmanago**, which offer students among others internships, certification programs, free access to online tools, guest lectures and meetings with practitioners.
- The program of the specialization is composed of many core subjects (over 800 didactic hours), carried out in the form of interactive workshops, seminars, exercises, computer laboratories and lectures.
- Classes are taught by extraordinary lecturers and high-class e-marketing specialists with huge experience in e-marketing and e-business.
- Students are in direct contact with companies from the new technology sector; taking part in classes with practitioners and implementing projects in the area of e-marketing and e-business for specific companies.
- A graduate of the Digital Marketing specialization will gain a huge range of specific competences and skills allowing for quick career building practically in every company.
- Students are encouraged to take advantage of a six-month stay in one of the 200 renowned universities

from around the world as part of an international exchange program. Additionally, the students have the opportunity to go for a paid internship abroad.

- Studies are conducted in a full-time mode.

What You Gain from Your Studies?

During your studies you will gain knowledge, skills and social competences among others in:

- comprehensive use of the Internet and network technologies in marketing – building e-marketing strategies, plans and tasks
- creating and managing websites
- cooperation and management of relations with a modern client
- building the company's popularity in the network (e-promotion)
- tools handling, i.e. Google Adwords and Google Analytics, Facebook Ads and marketing automation, CRM or analytical systems
- designing and conducting interaction with clients using social media (social media marketing)
- analyzing information online (web analyst)
- IT project management and managing the team implementing these projects
- virtual team management
- use of artificial intelligence in business
- practical implementation of e-marketing projects for a selected company
- basics of computer graphics and video editing

The Lecturers

The classes are conducted by scientists and lecturers who gained their experience at, among others, Stanford University, Cornell University, University of California, Berkeley, IESE, and who are well-known business practitioners with vast teaching experience.

Kozminski Venture Lab

Kozminski Venture Lab is a subsidiary of Kozminski University with the aim to support young entrepreneurs to realize their business ideas and to turn these ideas into successful ventures. More information on the website kozminskiventure.com

Why Study at Kozminski?

Kozminski University is a leading higher education business school, which holds three international accreditations: AACSB, EQUIS & AMBA. Our University also received a special distinction from the Polish Accreditation Committee in regards to management, finance & accounting, administration and law programs. According to the national rankings "Perspektywy" KU is the best Polish private institution. Our University is also the leader among Central European business schools in the international "Financial Times" ranking. It is one of the most internationalized universities in Poland – where over 1500 international students from over 70 different countries study. Over 8000 people study on the undergraduate, graduate, doctorate and postgraduate programs.

Warsaw – the Capital of Poland

Warsaw, the rebuilt capital of Poland, has transformed over the last years into a sprawling urban and commercial center, now inhabited by more than 1.75 million people of all ages and nationalities. Full of contrasts, Warsaw appears never to run short of challenges and opportunities both for professional growth and rich social life. Housing numerous international corporations such as Goldman Sachs, JP Morgan Chase, Citi, KPMG, and AXA as well as playing host to diverse multinational business and cultural events, Warsaw amazes with a haunting, yet functional, combination of traditional and ultra-modern tendencies.



FT
FINANCIAL
TIMES

Business School
Rankings

17th

"Financial Times" Global Masters
in Finance 2018

74th

"Financial Times" EMBA
Ranking 2018

Selected Courses

- Artificial Intelligence in Business
- Digital Transformation
- Business Data Mining
- Principles of Project Management
- CRM and Marketing Automation
- Digital Consulting Project
- Customer Portfolio Analysis
- Virtual Teams
- Digital Marketing II
- E-commerce and E-business Strategy
- Digital Analytics
- Social Media Marketing
- Video and Graphic Design
- Web Design and Management
- Customer Experience Management
- Legal Aspects of Virtualization



Career Development and Alumni Relations Office

Kozminski University offers its students not only academic opportunities but also strives to facilitate their careers. To this end, KU Career Development and Alumni Relations Office offers KU students and alumni expert advice and support at the early stages of their professional life.

Student and alumni services include, but are not limited to, organization and coordination of:

- Workshops and events
- Student internship and job fairs
- Student meetings with company representatives
- On-site company visits
- Career counselling
- Networking events for both students and alumni

The Career Development and Alumni Relations Office takes special care to offer career support for each and every KU student. To cater for the ever-increasing needs of the dynamically expanding KU international student society, and to provide them with a vast array of multilingual career opportunities, the Career Development and Alumni Relations Office has cooperated with a growing number of multinational companies seeking ambitious and dynamic employees. As a result, every KU student and alumni may boost their chances of winning either a prestigious internship or first job at one of international companies which remain close in touch with Kozminski University.

Career opportunities after your studies

After graduating from the Digital Marketing specialization in English, you can work in:

- "traditional" companies (so-called "brick and mortar"), treating Internet and Internet marketing as a necessary extension of their promotional or sales activities
- "transforming" companies (so-called "bricks and clicks"), wishing to take advantage of new opportunities offered by the Internet in acquiring customers, cooperating with current customers and in the overall transformation of the business model (the so-called "digital transformation")
- Internet companies (so-called "pure clicks"), who want to strengthen their position in the virtual market and exploit the advantages and potential of the digital environment in their operations even more
- consulting companies, interactive agencies, social media agencies etc. providing Internet-related services to other companies
- companies from the new technologies sector
- startups and any new business ventures.

International Exchange Program

A fundamental element of studying at KU is taking advantage of the exchange programs. Every student, who has finished their first year of studies, speaks the required foreign language and has good academic records can go on exchange.

KU implements exchange programs for students and professors within the framework of bilateral agreements with universities outside of the European Union. KU also is a beneficiary of the European Erasmus+ program for the 2014-2020 term which supports the mobility initiative. This program offers a subsidy for an exchange for a semester/year to one of our partner universities.

over **200** PARTNER
UNIVERSITIES
FROM AROUND THE WORLD

Tuition Fees

Digital Marketing Specialization	Tuition per semester (in PLN)	Tuition per semester (in 5 installments, in PLN)
FULL TIME	11 250	2 270
ADMISSION FEE: 100 PLN		

REQUIRED DOCUMENTS

- Bachelor diploma with a transcript of records and its copy
- Translation of foreign diplomas and transcript into Polish or English (by a sworn translator)
- Application form (available on our website kozminski.edu.pl)
- 1 photograph (same size as for a national ID or passport)
- Copy of a national ID or passport
- Confirmation of payment of the admission fee
- Certificate confirming knowledge of English (IELTS: 6.0, TOEFL: 87, FCE: B2, LCCI: Level 2, PEARSON: B2)
- CV



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POSSIBILITY OF CONTINUING EDUCATION:

You can continue your education on a doctorate level or in postgraduate courses.

- ▶ Postgraduate courses at Kozminski University in foreign languages:
 - Transition Manager Academy
 - Management Program in Corporate Finance
 - M&A, PE/VC in Central Europe
 - LLM in International Commercial Law
 - Business Studies in English
 - Wirtschaft auf Deutsch



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