



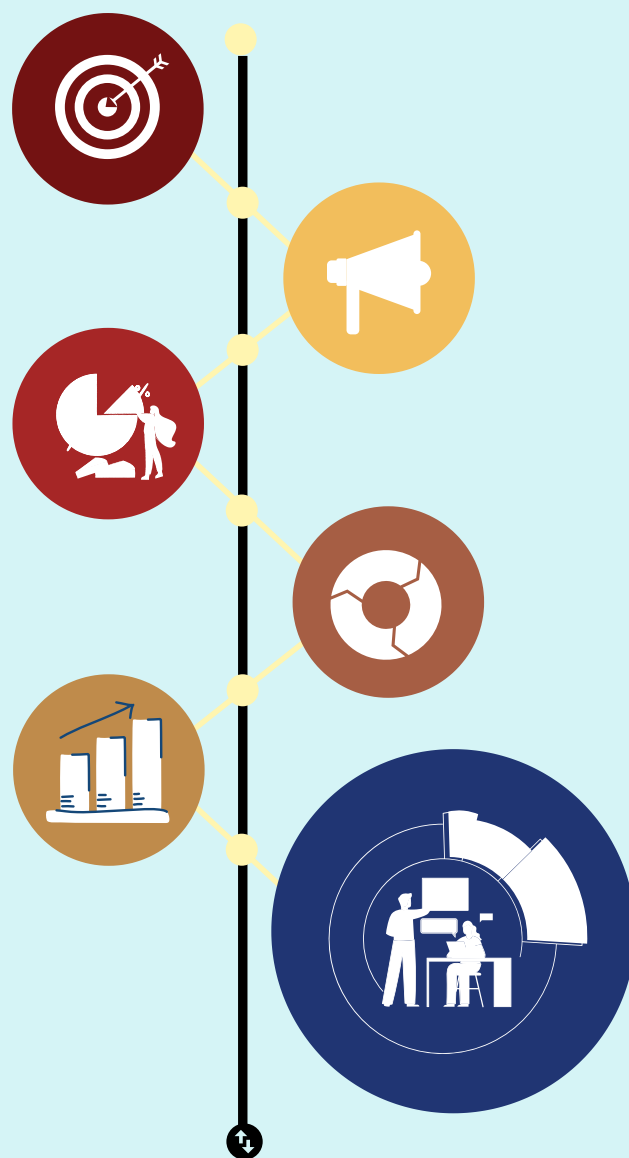
DEGREE
PROGRAMME

**MARKETING
MANAGEMENT**
TAUGHT IN ENGLISH



departments.unwe.bg/msp
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**AN INVESTMENT,
WHICH PAYS OFF**



WRITE YOUR RESUME HERE WITH US
EDUCATION IS AN INVESTMENT, WHICH PAYS OFF WHEREVER YOU ARE



MARKETING MANAGEMENT TAUGHT IN ENGLISH

DEGREE PROGRAMME

DEPARTMENT OF MARKETING AND
STRATEGIC PLANNING

DEPARTMENT OF MANAGEMENT

UNWE



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apply: <https://magistri.unwe.bg/>

IF YOU WANT TO BE

- a marketing manager in commercial and non-commercial organizations
- a marketing manager of state and local authorities
- a marketing manager in trade unions and employers' organizations, chambers of commerce; foundations; international organizations
- a marketing manager in advertising agencies, PR agencies, media planning agencies, direct marketing agencies, consulting and auditing companies

BY LEARNING HOW

- to research and analyse marketing problems
- to develop tools and research methods
- to apply creative management solutions
- to create and develop relationships with consumers and other stakeholders
- to select, hire and evaluate the best marketing employees
- to manage and evaluate the overall marketing performance

CHOOSE WHAT

Marketing Management taught in English

AND DECIDE HOW MUCH

efforts you will put to get to know

- how to study the marketing environment
- how to set your goals
- how to develop a marketing strategy
- and to make it work
- by utilizing all organizational capabilities to satisfy the market needs

WE WILL SHARE WITH YOU

- academic and practical experience
- professional contacts with business
- international exchange opportunities
- job opportunities
- thematic competitions
- global collaboration networks...

in a training with duration of:

2 semesters – distance learning

3 semesters – distance learning

DISTANCE LEARNING

2 sem.

3 sem.

YOU WILL STUDY

- Brand Building and Development
- International Management
- Marketing Strategy
- Management Consulting
- Digital Organization Development in Marketing Context

AND YOU WILL CHOOSE FROM

- Managing for Social Impact
- Organizational Structures for Marketing
- Managerial Skills for Marketing
- Shopper Behavior and Sales Promotions
- Relationship Marketing
- Business Development
- Applied Management
- Business Communications
- Marketing Performance Metrics
- Retail Marketing
- Digital Marketing

YOU WILL STUDY

- Marketing Principles and Decisions
- Forecasting and Strategic Planning
- Big Data Analytics for Marketing Insights
- Management Principles
- Creative Management Methods

- Brand Building and Development
- International Management
- Marketing Strategy
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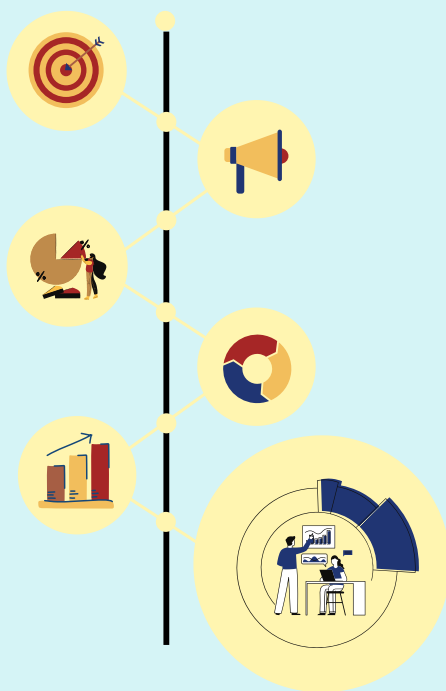
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BECAUSE WE KNOW THAT SUCCESS COMES
WITH PERSISTENCE, DEDICATION AND HARD WORK



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