



Dear Candidates!

We are pleased to invite applications for the 2015/2016 intake of the annual **POSTGRADUATE DIPLOMA IN INTERNATIONAL MARKETING MANAGEMENT** held by the Chair of International Marketing and Retailing at the University of Łódź.

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 post-graduate diploma helps both to expand and update candidates' knowledge and to establish valuable business contacts.

#### **OUR TARGET GROUP**

- candidates with bachelor's and master's degree
- employees of and candidates to companies, wishing to update and complete their knowledge on 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

#### **RECRUITMENT PROCESS**

For further information please visit our website [www.imm.uni.lodz.pl](http://www.imm.uni.lodz.pl).

Profesor Tomasz Domański  
Programme Director

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Programme Coordinator