

**International Business 2 stopień - 2022/2023**  
**specjalność European Master in Customer Relationship Marketing (Mercuri)**

						stacjonarne			niestacjonarne			
						990			0			
semestr	rodzaj przedmiotu	specjalność	przedmiot	sposób zaliczenia	punkty ects	w	ćw	lab/sem.	w	ćw	lab/sem.	status
Razem					120	675	270	45	0	0	0	
<b>Semestr 1</b>												
1	KR	Mercuri	Psychology and Sociology of Consumption	E	5	45	0	0	0	0	0	
1	KR	Mercuri	World and European Economics	E	5	45	0	0	0	0	0	
1	KR	Mercuri	Consumer Behavior	E	5	45	0	0	0	0	0	
1	KR	Mercuri	Consumer Law and Consumer Protection	E	5	45	0	0	0	0	0	
1	KR	Mercuri	Cross – cultural Competences	E	5	45	0	0	0	0	0	
1	KR	Mercuri	Communication Skills	Z	3	0	30	0	0	0	0	
1	DW	Mercuri	Language I	Z	2	0	30	0	0	0	0	
					30	225	60	0	0	0	0	
<b>Semestr 2</b>												
2	KR	Mercuri	CRM	E	5	45	0	0	0	0	0	
2	KR	Mercuri	CSR and Business Ethics	E	5	45	0	0	0	0	0	
2	KR	Mercuri	Consumer to Consumer Relationships in Networks	E	5	45	0	0	0	0	0	
2	KR	Mercuri	Services Marketing	E	5	45	0	0	0	0	0	
2	KR	Mercuri	Experiential Marketing	E	5	45	0	0	0	0	0	
2	KR	Mercuri	Leadership Skills	Z	3	0	30	0	0	0	0	
2	DW	Mercuri	Language I	Z	2	0	30	0	0	0	0	
					30	225	60	0	0	0	0	
<b>Semestr 3</b>												
3	KR	Mercuri	Marketing Research and Data-mining	E	5	45	0	0	0	0	0	
3	KR	Mercuri	International Digital Economy	E	5	45	0	0	0	0	0	
3	KR	Mercuri	Corporate Communication	E	5	45	0	0	0	0	0	
3	KR	Mercuri	Advanced International marketing	E	5	45	0	0	0	0	0	
3	KR	Mercuri	Organizational Behavior	E	5	45	0	0	0	0	0	
3	KR	Mercuri	Intercultural skills training (Intensive Program)	Z	3	0	30	0	0	0	0	
3	DW	Mercuri	Language I	Z	2	0	30	0	0	0	0	
					30	225	60	0	0	0	0	
<b>Semestr 4</b>												
4	DW	Mercuri	Master Thesis	Z	15	0	0	45	0	0	0	
4	DW	Mercuri	Consultancy Project	Z	3	0	30	0	0	0	0	
4	DW	Mercuri	Internship	Z	10	0	30	0	0	0	0	
4	DW	Mercuri	Language I	Z	2	0	30	0	0	0	0	
					30	0	90	45	0	0	0	