

Kierunek: Marketing i sprzedaż - Marketing and Sales

# Sales Strategies and Techniques

Forma studiów: Stacjonarne

Sposób realizacji studiów: Hybrydowe

CHORZÓW OD MARCA Angielski

## Program studiów

Specialization subjects (taught from the second year of studies):

- Sales strategies and planning
- Trade virtualization
- Merchandising
- Domestic, cross-border and international trade
- Managing the marketing agency based on the REVAS business simulation
- Advertising mediums and techniques
- Distribution logistics on the domestic and international markets
- Sales techniques
- Public relations
- Customer service
- Sales on social media

As well as basic and major subjects obligatory for all Marketing and sales students.

Szczegółowy program

<https://www.merito.pl/chorzow/studia-i-szkolenia/studia-i-stopnia/kierunki-i-specjalnosci/marketing-i-sprzedaz-marketing-and-sales/sales-strategies-and-techniques>