

Kierunek: Marketing i sprzedaż - Marketing and Sales

Innovative Marketing

Forma studiów: Stacjonarne

Sposób realizacji studiów: Hybrydowe

CHORZÓW OD MARCA Angielski

Program studiów

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

- Customer care
- E-marketing
- Managing the marketing agency based on the revas business simulation
- Advertising and sales on social media
- Content marketing tools and techniques
- WEB services design and online operations analytics
- WEB search marketing and content optimisation
- Marketing automation
- Public relations

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/innovative-marketing>