

Management - Sales strategies and techniques

Form of study: full-time
English

Key program features

The study program includes core subjects taken by all students and specialization subjects individually selected for particular specializations that you can choose.

SUBJECTS IMPLEMENTED WITHIN SPECIALIZATION:

- B2B and B2C sales
- E-commerce and e-commerce
- Selling in the service industry
- Creating sales proposals
- Customer relationship management
- Leadership and sales manager
- Sales promotion

<https://www.merito.pl/english/bydgoszcz/our-offer/bachelors-degree/programs/management-sales-strategies-and-techniques>