

Marketing and Sales - Marketing in the digital economy

Form of study: full-time

English

Key program features

SUBJECTS IMPLEMENTED WITHIN SPECIALIZATION:

MARKETING IN THE DIGITAL ECONOMY

- Content marketing
- Management in the digital economy
- Network security
- Social media marketing
- Digital trends in marketing strategies
- Comprehensive advertising and communication campaigns

<https://www.merito.pl/english/bydgoszcz/educational-offerings/masters-degree/programs/marketing-and-sales-marketing-in-the-digital-economy>