

Marketing and Sales - Sales Strategies and Techniques

Form of study: full-time
IN MARCH English

Key program features

Basic information about studies programme

Selected modules:

- Services Sector Management
- Psychology of Customer and Advertising
- Public Relations
- Merchandising
- Managerial Management
- Theory and Practice of Decision Making
- Sales Plan
- Advertising Techniques and Methods
- Basic Mechanisms of Financial Markets
- Exerting Influence and Psycho manipulation
- Motivation and Time Management of Sales people
- Sales on New Media
- Current and Future Selling Trends

Summary of main information:

Duration: 6 semesters

Level of education: 1st cycle program (Bachelor's degree)

Language of instruction: English

Mode of study: full-time

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