

International Trade - E-Commerce in International Markets

Form of study: full-time
IN MARCH English

Key program features

Specialization courses

- New Forms of Business (B2B, B2C, C2C)
- E-commerce
- Export Marketing of Small and Medium-sized Enterprises
- E-marketing
- Protection of Personal Data in E-commerce
- Sources of Financing Small and Medium-sized Enterprises
- Duties and Taxes in International E-commerce Transactions
- CRM (Customer Relationship Management)
- E-commerce Platforms
- Fundamentals of Website Design

<https://www.merito.pl/english/poznan/our-offer/bachelors-degree/programs/international-trade-e-commerce-in-international-markets>