

Tourism - Event manager

Form of study: full-time

English

Key program features

SUBJECTS IMPLEMENTED WITHIN SPECIALIZATION

EVENT MANAGER

- EVENTS INDUSTRY MARKET IN POLAND AND WORLDWIDE
- ORGANIZATION AND MANAGEMENT OF EVENT AND SPORT AND RECREATION PROJECT
- COOPERATION AND NEGOTIATIONS IN MEETINGS INDUSTRY
- MARKETING COMMUNICATIONS, PR AND SOCIAL MEDIA
- NEW TECHNOLOGY AND DIGITALIZATION IN THE EVENT SECTOR
- VIRTUAL AND HYBRID EVENTS PRODUCTION
- EVENT ORGANIZATION SECURITY
- INTERCULTURAL COMMUNICATION IN BUSINESS
- EVENT MANAGER - FIELD ACTIVITIES
- EVENT MANGER - STUDY VISIT

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