

Digital marketing

- Specjalność - studia II stopnia

Kierunek: Management

Tradycyjne OD PAŹDZIERNIKA Studia magisterskie Angielski (BrE)

What will you learn by choosing this specialisation?

You will learn the ins and outs of creating and implementing effective digital marketing strategies, including search engines, social media, content marketing and email marketing. You will learn to interpret and use data from analytical tools such as Google Analytics to improve the effectiveness of your marketing efforts.

You will create and deliver valuable content that will interest and engage potential customers. You will use tools and technologies to support digital marketing activities, including marketing automation and conversion optimisation.

What else you should know

Digital Marketing is a specialisation dealing with the promotion of products and services through digital channels such as search engines, social media, email marketing, content marketing. After this specialisation you will be familiar with analytical tools and possess the ability to create effective marketing strategies in the digital environment.

Jobs for you:

- digital marketing specialist
- digital marketing analyst
- content coordinator
- online advertising expert
- e-commerce manager



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