

Kierunek: International Trade

E-Commerce in International Markets

Forma studiów: Stacjonarne

Sposób realizacji studiów: Hybrydowe

POZNAŃ OD MARCA Angielski

Program studiów

Specialization courses

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/poznan/studia-i-szkolenia/studia-i-stopnia/kierunki-i-specjalnosci/international-trade/e-commerce-international-markets>