

# E-Commerce in International Markets

- Specjalność - studia I stopnia

**Kierunek: International Trade**

Hybrydowe OD MARCA Studia licencjackie Angielski

## What are you going to learn?

- You will get to know new business forms
- You will acquire knowledge and skills how to conduct commercial activities via online platforms
- You will learn how to use Internet potential in foreign trade
- You will acquire knowledge and skills related to running marketing operations on the Internet
- You will learn to take into account customs regulations in import and export
- You will be able to use various forms of public support for exporters.

## What else should you know?

- You will get specialized and practical knowledge about the functioning of e-commerce.
- By doing class assignments and projects on classes, you will be to acquire knowledge how to conduct electronic sales in the international dimension
- Electronic trade is not only domestic retail sales but also B2B and export sales – completion of this specialization will open a wide career prospect.

## Career opportunities

- E-commerce Project Manager
- E-commerce coordinator
- Online store operating manager
- Export specialist / Export manager
- Employee of sales / marketing departments
- Your own business



# 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