

Marketing and Sales

- Specjalność - studia II stopnia

Kierunek: Management

Hybrydowe OD PAŹDZIERNIKA Studia magisterskie Angielski

What will you learn if you choose this specialisation?

- To plan effective marketing strategies tailored to diverse business situations.
- To implement marketing strategies in practice, taking into account the specificity of a given business context.
- To analyze processes related to brand building in the context of branding strategy.
- To manage brand identity by implementing effective strategies for building its value.
- To analyze online data and utilize marketing tools in the digital environment.

Career paths for you:

- Marketing Specialist
- Product Manager
- E-marketing Specialist
- Public Relations Specialist
- Market Research Analyst

