

Digital Marketing

- Specjalność - studia II stopnia

Kierunek: Management

Hybrydowe OD PAŹDZIERNIKA Studia magisterskie Angielski

What are you going to learn?

- You will be able to understand digital marketing.
- You will learn e-marketing services.
- You will master business English.
- You will be able to use marketing tools for achieving your goals.
- You will learn the principles of communication including digital communication in a multicultural environment.

Selected modules:

- Business Communication
- E-marketing
- Digital Environment
- Marketing Tools
- Social Media Marketing

Career opportunities:

- specialist in international companies
- specialist for digital and Internet marketing
- international marketing consultant
- specialist in international advertising agencies
- specialist in global marketing agencies and media companies
- owner of a company operating in the area of e-advertising

