



Marketing and Sales - Marketing in the digital economy

- Program - studia II stopnia

full-time IN OCTOBER Master's English

What do you gain by studying Management at WSB Merito University?

You will learn what Personal branding is

You will learn to manage in the digital economy

You will gain knowledge of online security

You will acquire skills in Digital marketing design

You will expand your knowledge of the legal aspects of digital transformation

You will acquire skills in creating digital trends in marketing strategies

You will learn to comprehensively manage advertising and communication campaigns

You will start using the tools used in mental toughness training

Hybrid studies

You will conduct practical classes at the university, and lectures - online, on the MS Teams platform, during which you contact lecturers and group mates via the Internet, in real time (synchronously). Additionally, you will benefit from materials posted on the Moodle platform at a time convenient for you (asynchronous).

Jobs for you:

Advertising Agencies

Marketing department

E-commerce

Social media

Web analytics

SEO/SEM



Key program features

SUBJECTS IMPLEMENTED WITHIN SPECIALIZATION:

MARKETING IN THE DIGITAL ECONOMY

- Content marketing
- Management in the digital economy
- Network security
- Social media marketing
- Digital trends in marketing strategies
- Comprehensive advertising and communication campaigns