



Marketing and Sales - Sales Strategies and Techniques

- Program - studia I stopnia

full-time IN OCTOBER Bachelor's English

Why study Marketing and Sales at WSB Merito University?

During classes, you will learn how to use modern marketing tools – programs that monitor online activities, sales and customer relationship management systems, ad managers, graphic creation programs, online press offices, and more.

During numerous open lectures, guest speaker meetings, webinars or free additional training sessions, you will meet many renowned experts in the domain of marketing and sales.

Together with your discussion group, you will take part in numerous strategy games and simulations of market situations. As part of the workshops, you'll plan to launch new products and style creative advertising campaigns.

The University provides professional marketing tools, student-friendly mode of content delivery, and meetings with renowned professionals.

What you are going to learn?

You will learn direct and indirect selling techniques

You will be able to identify different types of customers.

You will learn psychology of selling techniques

You will learn how to use sales-aided program and applications.

You will learn knowledge on sales networks and how to support them

You will learn how to negotiate.



Key program features

Basic information about studies programme

Selected modules:

Services Sector Management

Psychology of Customer and Advertising

Public Relations

Merchandising

Managerial Management

Theory and Practice of Decision Making

Sales Plan

Advertising Techniques and Methods

Basic Mechanisms of Financial Markets

Exerting Influence and Psycho manipulation

Motivation and Time Management of Sales people

Sales on New Media

Current and Future Selling Trends

Summary of main information:

Duration: 6 semesters

Level of education: 1st cycle program (Bachelor's degree)

Language of instruction: English

Mode of study: full-time

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umowy w rozumieniu art. 66 i nast. kodeksu cywilnego. Zgodnie z art. 160 ust. 3 ustawy z dnia 27 lipca 2005 roku Prawo o szkolnictwie wyższym, umowa między english_chorzow a studentem zawierana jest w formie pisemnej.



Opinion

'We have been WSB Merito University's business partner for a few years now. The university's assets are undoubtedly its study programs developed with partner companies, practical approach to teaching, adjustment of the programs to the employers' demands and expectations'.

- Kinga Religa, Director of Business Consulting, WSB Merito University lecturer