



International Trade - E-Commerce in International Markets

- Program - studia I stopnia

full-time IN OCTOBER Bachelor's English

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.

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

Key program features

Specialization courses

- New Forms of Business (B2B, B2C, C2C)
- E-commerce
- Export Marketing of Small and Medium-sized Enterprises

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_poznan a studentem zawierana jest w formie pisemnej.



- 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

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.