



Marketing and Sales - Sales in Inovative Enterprise

- Program - studia II stopnia

full-time IN OCTOBER Master's English

What will you learn if you choose Marketing and Sales

Become a Sales Innovator: Drive Growth in a Cutting-Edge Enterprise

Are you ready to lead sales in the fast-paced world of innovation? WSB Merito University's "Sales in an Innovative Enterprise" program in Poznań provides you with the advanced skills and knowledge to excel in modern sales environments. You'll master the art of managing innovative companies and their finances, explore the power of sensory marketing, and delve into customer experience (CX) and product design. You'll also learn persuasive techniques and gain expertise in the tools used by leading-edge businesses. While a dedicated English-taught Marketing and Sales program is in the works, this specialization will equip you with invaluable, globally relevant skills.

Launch Your Career in Sales Leadership and E-Commerce

This program prepares you for a leadership role as a sales director in manufacturing, service, or trading companies. You'll be equipped to thrive in creative agencies specializing in innovative technologies, manage your own online store, or excel in large corporations developing e-commerce strategies. The curriculum includes courses like Customer Experience Design and Implementation, Personal Branding, Sales Team Management, Financial Management in Innovative Enterprises, Product Design, Persuasion and Influence Techniques, Retail Chain Strategies, Sensory Marketing, and Innovative Enterprise Management Tools. This comprehensive program will set you up to be a sales leader in today's innovative business landscape.

Key program features

Customer experience - design and implementation

Personal branding

Management of sales teams

Financial management in an innovative enterprise

Product design

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.



Persuasion and influence techniques

Shopping network strategies

Sensory marketing

Tools for managing an innovative enterprise