



Marketing and Sales - e-Marketing

- Program - studia I stopnia

full-time IN OCTOBER Bachelor's English

Why study Marketing and Sales at WSB Merito University in Warsaw?

Master the Digital World: E-Marketing Expertise in Warsaw

Are you ready to become a sought-after e-marketing specialist? Merito University in Warsaw's "E-Marketing" specialization equips you with the skills to design effective advertising campaigns, leverage modern marketing tools like Google Analytics and AdWords, and analyze online activities to drive results. You'll understand customer experience (CX) and build brand image and relationships online, including in social media. You'll also grasp how to design user-centric websites, conduct marketing research, and utilize CRM and marketing automation.

Launch Your Career in the Digital Sphere

This program prepares you for a variety of roles, including marketing specialist, SEM/SEO specialist, internet marketing specialist, online analyst, and e-commerce manager. You'll take specialized courses like Online Advertising Campaign Planning and Execution, CRM Relationship Marketing, Online Public Relations, Mobile Marketing, Content Marketing, and E-commerce Marketing Automation. Join Merito University and gain the practical knowledge to excel in the dynamic world of e-marketing.

Key program features

Selected modules

Design Methodologies

Organization and Management of a Project Team

Managing the Schedule and Changes in a Project

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_warszawa a studentem zawierana jest w formie pisemnej.



IT Tools Supporting Project Management

Agile Techniques in Management