



SPECIALIST BUSINESS COURSE

Internet Marketing

We are pleased to offer the following specialist business course for all interested candidates.

1. The specialist course **INTERNET MARKETING**

- duration: from 9th July 2018 to 16th November 2018
- the course includes 150 hours
- deadline: 30th June 2018
- language: English

2. The programme of the course allows to gain the skills in the field of the online marketing and online business models. Practical skills and competences gained during the course include:

- new consumer trends
- tools of online marketing
- planning and building the web site
- content marketing
- blogging
- social media marketing
- web analytics
- online advertising
- e-mail marketing

3. The course plan includes the following issues :

- e-Marketing Tools • Online Business Models • Planning the Web Site • Building the Web Site • Content Marketing • Blogging • Social Media Marketing • Web Analytics • Advertising Strategies • Internet Advertising • Email Marketing • Internet Public Relations • Markets of e-Services • Legal Aspects of Online Marketing • New Consumer Trends

4. Fees: 250 EUR registration fee and 1000 EUR course fee

5. Registration. In order to register for the business course please:

- fill out the Application form and send to our email adress: admission@wmsb.edu.pl
- pay registration and course fee.
- get a decision and an invitation for the period of the course.

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