

SALES & E-MARKETING MANAGEMENT - Brussels Belgium • Courses in English

The changes taking place in new technologies have overturned consumers' purchasing habits as well as their relationships with brand names, forcing hospitality and tourism professionals to revise their marketing strategy, the positioning of their brands, and the distribution of their products and services through new medias. This specialization allows students to pinpoint and adjust to current trends and to anticipate the upcoming ones using various themes: e-marketing, negotiations and promotions, optimization of new medias and social networks, etc.

Enrollment expenses: € 350

Tuition fees: € 10.920

The study cycle process:

Management 4	Academic semester
Management 5	Academic semester
	Management Training