

# E-COMMERCE SUMMER SCHOOL IN PRAGUE

Get the know-how from the digital world  
and experience the atmosphere of a city at the heart of Europe

## WHY YOU SHOULD COME RIGHT NOW:

- Complex program covers all aspects of e-commerce, so that you will be ready to build own e-commerce business or manage online channel.
- Course is led by experienced professionals, including Google trainers.
- You will get certificate from prestigious Anglo-American University, which is accredited both in EU and by the WASCUC.

## WHAT WILL YOU LEARN DURING THE COURSE:

- How to create own e-shop/e-commerce site and understand solutions for small business as well as corporations.
- How to manage online marketing campaigns
- How to use Google AdWords
- Understand, how to use social networks for your business goals.
- Understand platforms like CRM or emailing, which are crucial digital marketing tools
- You will find out that creating web content and videos is not only important for business, but also fun.
- Optional preparation for Google certification

## WHAT KNOWLEDGE IS REQUIRED FOR THE COURSE:

- No previous knowledge of digital marketing is needed. Just basic computer literacy.
- The course will be carried out in English, so reasonable understanding is required.

## WHO IS EXPECTED TO ATTEND THE COURSE:

- University students
- High-school students in final grade
- Anyone looking for a career in e-commerce

## Or choose ALL-INCLUSIVE PACKAGE!

We will arrange for you everything:  
accommodation, guide, all transfers...  
and most of all attractive program  
including trips, excursions, cultural  
events and sightseeing during  
the whole stay.

**Price of all-inclusive package:  
2.550 EUR**

**When:  
5. - 13. 9.  
2018**

**Where:  
Prague  
Czech  
Republic**

**Price:  
750 EUR**