



University  
of Economics  
in Katowice

School of Undergraduate and Graduate Studies

Dean School of Undergraduate and Graduate Studies  
invites students of **International Business**  
for lectures of **Prof. Carmen Santos**

# CONSUMER INSIGHT AND ENGAGING COMMUNICATION



Lectures will be held online on  
**17–20.05.2021**

**30 hours, 4 ECTS**

**Registration:** [dominika.konieczniak@uekat.pl](mailto:dominika.konieczniak@uekat.pl)

**Deadline:** 16th of April, 2021



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