



Electronic marketing Syllabus

Basic information

Field of study* International Economic Relations Specialisation Management and international finance Organizational unit UEP Level of qualification Second-cycle programme Mode of study Full-time Track General academic		Didactic cycle 2020/2021 Subject code UEPMSG05S.28C.11290.20 Language of instruction Polish Mandatory Elective Block Block C
Person responsible for the content of the syllabus	Marcin Wieczerzycki	
Period Semester 4	Method of evaluation Assessment Activities and hours • Participation in lectures: 30	Number of ECTS points 3

Subject's educational aims

C1	Introduction to the specifics of today's digital marketing in the international market
C2	Familiarize with the modern tools of Electronic Marketing
C3	The ability to search for custom solutions to the problems of modern marketing
C4	Ability to implement marketing strategies on a global scale with the use of modern electronic tools

Entry requirements

- Knowledge of international marketing

- knowledge of contemporary marketing strategies

Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
Knowledge			
W1	student has knowledge of Electronic Marketing	K2_W01, K2_W02, K2_W05, K2_W06	Class participation, Group project / Group work
W2	student knows the basic electronic marketing tools used by today's company	K2_W01, K2_W02, K2_W05, K2_W06	Class participation, Group project / Group work
W3	the student has the knowledge about effective strategies for today's companies using Electronic Media in your business	K2_W01, K2_W02, K2_W05, K2_W06	Class participation, Group project / Group work
Skills			
U1	student will be able to recognize and interpret opportunities and threats in the environment (particularly in an international setting is available through electronic tools)	K2_U01, K2_U02, K2_U06	Class participation, Group project / Group work
U2	student will be able to choose the correct marketing activities in relation to the existing situation	K2_U01, K2_U02, K2_U06	Class participation, Group project / Group work
U3	student will be able to plan the correct strategy to use the tools of Electronic Marketing	K2_U01, K2_U02, K2_U06	Class participation, Group project / Group work
U4	student will be able to actively support and develop strategies of enterprises in the field of Electronic Marketing	K2_U01, K2_U02, K2_U06	Class participation, Group project / Group work
Social competences			
K1	student shall be sensitive to the "human" context of consumer direct relationship with the company	K2_U17, K2_K03, K2_K04	Class participation, Group project / Group work, Presentation
K2	student recognizes the importance of multifaceted communication for building consumer loyalty	K2_U17, K2_K03, K2_K04	Class participation, Group project / Group work, Presentation
K3	student shall be aware of the advantages of social bonds and is able to actively develop them	K2_U17, K2_K03, K2_K04	Class participation, Group project / Group work, Presentation

Study content

No.	Course content	Subject's educational goals	Subject's learning outcomes
1.	The nature of internet as a medium for company's marketing endeavors	C1	W1, U1, K1
2.	Position and nature of the consumer in digital marketing	C1, C3, C4	W1, W2, W3, U1, U2, K1, K2, K3

No.	Course content	Subject's educational goals	Subject's learning outcomes
3.	Content marketing and viral marketing	C1, C3, C4	W1, W2, W3, U1, U2, U3, U4, K1, K2, K3
4.	Mobile marketing	C1, C2, C3, C4	W1, W2, W3, U1, U2, U3, U4, K1, K2, K3
5.	Marketing in social media	C1, C2, C3, C4	W1, W2, W3, U1, U2, U3, U4, K1, K2, K3
6.	Unconventional strategies for communication in social media	C2, C4	W1, W2, W3, U1, U2, U3, K1, K2, K3
7.	Media monitoring and sentiment analysis	C2, C3, C4	W1, W2, W3, U1, U2, U3, U4, K1, K2, K3
8.	Influencer marketing	C1, C2, C3, C4	W1, W2, W3, U1, U2, U3, U4, K1, K2, K3
9.	Real-time marketing	C1, C2, C3, C4	W1, W2, W3, U1, U2, U3, U4, K1, K2, K3
10.	The nature and tools of e-commerce	C3, C4	W1, W2, U2, U3, K2, K3
11.	Search Engine Marketing	C2, C3, C4	W1, W2, W3, U1, U3, U4, K2
12.	E-mail marketing	C1, C2, C3, C4	W1, W2, W3, U1, U2, U3, U4, K1, K2, K3
13.	Analysis of the effectiveness of digital marketing	C2, C3	W1, W2, U1, U2, U3, K1, K2, K3
14.	Advantages and challenges of digital marketing	C1, C2, C3, C4	W1, W2, W3, U1, U2, U3, U4, K1, K2, K3
15.	Ethics in digital marketing	C1, C2, C3, C4	W1, W2, W3, U1, U2, U3, U4, K1, K2

Bibliography

Obligatory

1. Królewski, Jarosław; Sala, Paweł (red.) (2016). E-marketing. Współczesne trendy. Warszawa: PWN
2. Kotler, Philip; Kartajaya, Hermawan; Setiawan Iwan (2017). Marketing 4.0. Era cyfrowa. Warszawa: MT Biznes
3. Kingsnorth, Simon (2016). Digital Marketing Strategy : An Integrated Approach to Online Marketing. London: Kogan Page

Recommended

1. Stawarz-Garcia, Barbara (2018). Content Marketing i Social Media. Warszawa: PWN
2. Szpunar, Magdalena (2012). Nowe-stare medium. Internet między tworzeniem nowych modeli komunikacyjnych a reprodukowaniem schematów komunikowania masowego. Warszawa: IFiS PAN

Course advanced

Teaching methods:

Project method, Conversation lecture, Lecture with multimedia presentation, Case study

Teaching methods	Method of evaluation	Credit conditions
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Teaching methods	Method of evaluation	Credit conditions
Lectures	Class participation, Group project / Group work, Presentation	

Calculation of ECTS points

Activity form	Activity hours*	
Participation in lectures	30	
Consultations with teacher	10	
Preparation of multimedia presentation	10	
Project preparation	15	
Empirical research	20	
Student workload	Hours 85	ECTS 3.0
Workload involving teacher	Hours 40	ECTS 1.5
Practical workload	Hours 35	ECTS 1.0

* one hour of classes = 45 minutes

Effects

Code	Content
K2_K03	the graduate is ready to effectively participate in undertaking and implementing team project tasks regarding the operation of modern business entities and the economy as a whole in conditions of the progressing internationalisation of business activity and developing integration processes
K2_K04	the graduate is ready to think and act in an entrepreneurial manner
K2_U01	the graduate is able to accurately interpret and explain economic phenomena and the relationship between them
K2_U02	the graduate is able to use in practice theoretical knowledge with reference to the operation of business entities in the international market (in connection with the selected specialisation as part of the International Economics programme)
K2_U06	the graduate is able to use their knowledge in order to take up new challenges, to independently solve professional-work problems involved in functioning in a multicultural environment and in different legal and political systems; is characterised by a critical approach
K2_U17	the graduate is able to cooperate as part of a team, also a multicultural one, including the adoption of various team roles; has organisational skills that help to achieve goals related to designing and undertaking professional activities; is aware of the responsibility for their own work, and assumes responsibility towards their colleagues for jointly conducted research and projects
K2_W01	the graduate knows and understands thoroughly selected facts, objects, phenomena and relationships that constitute an advanced general knowledge of economic sciences, particularly economics, finance and management, and their place in the system of sciences and relationship to other sciences
K2_W02	the graduate knows and understands terminology, facts and phenomena in the field of international economics, international business relations and complementary areas of knowledge, such as international management, international trade, international logistics and international finance
K2_W05	the graduate knows and understands thoroughly and in detail the market's operation and mechanism, nationally, internationally and globally
K2_W06	the graduate knows and understands thoroughly the main areas of modern company management and operation in the national and international market, including the EU