

Subject card

Subject name and code	Web Content Management, PG_00119043						
Field of study	Economics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Specialty subject group		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish		
Semester of study	2	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Zuzanna Borda				
	Teachers		dr Zuzanna Borda				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The aim of the exercises in the subject is to practically prepare students to create, manage and optimize content on websites. Students will acquire skills in content analysis, adjusting communication channels, crisis management and creating content marketing strategies. The exercises are aimed at developing technical, analytical, creative and teamwork skills.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	Students will face the problem of social media crisis and learn to solve it.	[SK1] oral statement/conversation/discussion
	[EKONMU2_U06] can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness	Students will be able to participate in projects.	[SU2] presentation/project/paper/report
	[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	Students will face the problem of social media crisis and learn to solve it.	[SK2] presentation/project/paper/report
	[EKONMU2_W10] knows the terms and principles of protection of industrial property and copyright, and understands the necessity of management of intellectual property resources	Students will acquire knowledge about intellectual property protection.	[SW2] presentation/project/paper/report
	[EKONMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	Students will gain the opportunity to verify and create target groups.	[SW2] presentation/project/paper/report
	[EKONMU2_U14] can appropriately identify priorities and plan and organise tasks related to their implementation, as well as monitor and assess progress	Students will acquire the ability to effectively manage time.	[SU2] presentation/project/paper/report
	[EKONMU2_U13] can manage teamwork as well as interact and work in a team (including in an international environment) assuming a leading role in it	Students will be able to participate in projects.	[SU2] presentation/project/paper/report
	[EKONMU2_K02] is aware of the level of their knowledge in the area of solving complex problems in economic; understands the need to extend and update this knowledge throughout his/her life	Students will be able to verify their skills.	[SK1] oral statement/conversation/discussion
	[EKONMU2_U15] can independently expand and improve acquired knowledge and skills in economics; is open to new ideas and techniques; tends to learn using any accessible method and to interact with other participants of the learning process	Students will be able to participate in projects.	[SU1] oral statement/conversation/discussion

Subject contents	<p>Week 1: Analysis of elements influencing content viewing</p> <p>Week 2: Matching communication channels and content types to the needs of enterprises</p> <p>Week 3: Website audit</p> <p>Week 4: Content Management Crisis</p> <p>Week 5: Final project - Creating a film together</p> <p>Week 6: Visual identification and content preparation</p> <p>Week 7: Project presentation and summary</p>																							
Prerequisites and co-requisites	To participate in the course, students should have basic computer skills. Knowledge of basic IT tools and the ability to effectively use the Internet, office applications, video and graphic editing tools are necessary to fully understand the material discussed during classes and to perform practical tasks.																							
Assessment methods and criteria	<table border="1" data-bbox="448 875 1487 1115"> <thead> <tr> <th data-bbox="448 875 794 907">Subject passing criteria</th> <th data-bbox="794 875 1141 907">Passing threshold</th> <th data-bbox="1141 875 1487 907">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 907 794 940">Video</td> <td data-bbox="794 907 1141 940">51.0%</td> <td data-bbox="1141 907 1487 940">50.0%</td> </tr> <tr> <td data-bbox="448 940 794 974">Essay</td> <td data-bbox="794 940 1141 974">51.0%</td> <td data-bbox="1141 940 1487 974">10.0%</td> </tr> <tr> <td data-bbox="448 974 794 1008">Essay</td> <td data-bbox="794 974 1141 1008">51.0%</td> <td data-bbox="1141 974 1487 1008">10.0%</td> </tr> <tr> <td data-bbox="448 1008 794 1041">Audit</td> <td data-bbox="794 1008 1141 1041">51.0%</td> <td data-bbox="1141 1008 1487 1041">10.0%</td> </tr> <tr> <td data-bbox="448 1041 794 1075">Case study</td> <td data-bbox="794 1041 1141 1075">51.0%</td> <td data-bbox="1141 1041 1487 1075">10.0%</td> </tr> <tr> <td data-bbox="448 1075 794 1115">Presentation</td> <td data-bbox="794 1075 1141 1115">51.0%</td> <td data-bbox="1141 1075 1487 1115">10.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Video	51.0%	50.0%	Essay	51.0%	10.0%	Essay	51.0%	10.0%	Audit	51.0%	10.0%	Case study	51.0%	10.0%	Presentation	51.0%	10.0%
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Recommended reading	<p>Basic literature</p> <p>Supplementary literature</p> <p>eResources addresses</p>	<p>Halvorson, K., Rach, M., Content Strategy for the Web, New Riders, Berkeley, 2012.</p> <p>Lieb, R., Content Marketing: Think Like a Publisher - How to Use Content to Market Online and in Social Media, Que Publishing, Indianapolis, 2011.</p> <p>Pulizzi, J., Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less, McGraw-Hill Education, New York, 2013.</p> <p>Jones, C., Clout: The Art and Science of Influential Web Content, New Riders, 2011.</p> <p>Handley, A., Chapman, C. C., Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business, Wiley, 2012.</p> <p>Rose, R., Pulizzi, J., Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand, Content Marketing Institute, 2011.</p> <p>Redish, J. G., Letting Go of the Words: Writing Web Content that Works, Morgan Kaufmann, 2012.</p> <p>McGuire, D., Content Strategy at Work: Real-World Stories to Strengthen Every Interactive Project, Morgan Kaufmann, 2012.</p>																						

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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