

**Subject card**

<b>Subject name and code</b>	Marketing on the Internet, PG_00102593						
<b>Field of study</b>	International Economic Relations						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2024/2025		
<b>Education level</b>	postgraduate studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	2	<b>ECTS credits</b>			1.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Aleksandra Aziewicz				
	<b>Teachers</b>		dr Aleksandra Aziewicz				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	15		0.0		0.0	15
<b>Subject objectives</b>	The aim of the course is to familiarize students with the theoretical and practical aspects of Internet marketing.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market	The student possesses knowledge of Internet marketing, enabling them to identify and potentially solve Internet marketing problems encountered by business entities.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[MSGMU2_W05] has an in-depth knowledge of the world economy, principles of global market functioning and international financial relations as well as the process of their evolution; understands the causes, regularities and consequences of occurring changes	The student applies knowledge of Internet marketing to better understand the causes, patterns, and consequences of changes occurring in the virtual sphere (Internet marketing).	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSGMU2_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; assesses risks and threats and finds ways of counteracting their effects	The student thinks and acts entrepreneurially in the field of Internet marketing, demonstrating the ability to adapt actions to a dynamic environment.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[MSGMU2_U02] can observe, evaluate and critically analyse the causes and course of processes and phenomena taking place in the open economy; can formulate his/her own opinions on the subject, interpret statistical data and economic indicators necessary in this respect, and also forecast economic processes and phenomena using advanced methods and tools applied in economic sciences	The student expresses their own opinion on topics related to Internet marketing based on observations and a critical analysis of occurring phenomena and processes.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
<b>Subject contents</b>	<p><b>Comparison of Traditional Marketing and Internet Marketing</b> Discussion of differences and similarities between traditional marketing and Internet marketing. Introduction of students to basic concepts of Internet marketing.</p> <p><b>Website Creation</b> Introduction to tools used for creating simple websites.</p> <p><b>Google</b> Overview of topics related to website positioning in search engines, including SEM (Search Engine Marketing) and SEO (Search Engine Optimization).</p> <p><b>Google Analytics and Google Ads</b> Introduction to the features of selected tools offered by Google for Internet marketing. Discussion of their practical application in business and the benefits of their use.</p> <p><b>Introduction to Social Media</b> Familiarization with the history of social media and discussion of potential ways to use them in business.</p> <p><b>Detailed Overview of Social Media Platforms in Business</b></p> <ul style="list-style-type: none"> <li>• Facebook</li> <li>• Twitter</li> <li>• Instagram</li> <li>• TikTok</li> <li>• YouTube</li> <li>• ResearchGate</li> </ul> <p><b>Social Media Monitoring Tools</b> Introduction to tools used for monitoring social media to enhance the effectiveness of Internet marketing activities.</p>		
<b>Prerequisites and co-requisites</b>	mareting		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	social media marketing project	51.0%	80.0%
	activity	0.0%	20.0%
Recommended reading	Basic literature	1. Aktualne wydanie raportu: Raport Strategiczny Internet, IAB [online]: <a href="https://raportstrategiczny.iab.org.pl/">https://raportstrategiczny.iab.org.pl/</a>	
	Supplementary literature	Biblia e-biznesu 3.0, red. M. Dutko, Onepress, Gliwice 2022.	
	eResources addresses	Adresy na platformie eNauczenie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.