

**Subject card**

<b>Subject name and code</b>	Marketing on the Internet, PG_00102592						
<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>			2.0		
<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>	15.0	0.0	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_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_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_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
	[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

Subject contents	<p>1. Comparison of Traditional Marketing and Internet Marketing</p> <p>Discussion of the differences and similarities between traditional marketing and Internet marketing. Introduction of students to the basic concepts of Internet marketing.</p> <p>2. Website Development</p> <p>Familiarizing students with tools used to create simple websites.</p> <p>3. Google</p> <p>Exploration of topics related to website optimization in search engines, including SEM (Search Engine Marketing) and SEO (Search Engine Optimization).</p> <p>4. Google Analytics and Google Ads</p> <p>Introducing students 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>5. Introduction to Social Media</p> <p>Familiarizing students with the history of social media and discussing potential ways to utilize them in business.</p> <p>6. Detailed Discussion of Social Media Usage in Business</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>7. Social Media Monitoring Tools</p> <p>Introducing students to tools for monitoring social media to enhance the effectiveness of Internet marketing efforts.</p>											
Prerequisites and co-requisites	marketing											
Assessment methods and criteria	<table border="1" data-bbox="450 1518 1489 1597"> <thead> <tr> <th data-bbox="450 1518 798 1563">Subject passing criteria</th> <th data-bbox="798 1518 1141 1563">Passing threshold</th> <th data-bbox="1141 1518 1489 1563">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="450 1563 798 1597">e-marketing campaign project</td> <td data-bbox="798 1563 1141 1597">51.0%</td> <td data-bbox="1141 1563 1489 1597">100.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	e-marketing campaign project	51.0%	100.0%			
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Example issues/ example questions/ tasks being completed												
Work placement	Not applicable											

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