

**Subject card**

<b>Subject name and code</b>	Social Media in Business, PG_00119438						
<b>Field of study</b>	Economics						
<b>Date of commencement of studies</b>	October 2024		<b>Academic year of realisation of subject</b>		2026/2027		
<b>Education level</b>	Bachelor's studies		<b>Subject group</b>		Obligatory subject group in the field of study Optional subject group		
<b>Mode of study</b>	part-time studies		<b>Mode of delivery</b>		at the university		
<b>Year of study</b>	3		<b>Language of instruction</b>		Polish		
<b>Semester of study</b>	6		<b>ECTS credits</b>		2.0		
<b>Learning profile</b>	academic		<b>Assessment form</b>		credit		
<b>Conducting unit</b>	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Adam Borodo				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	10.0	0.0	0.0	0.0	10
	E-learning hours included: 0.0						
	Additional information:  Classes in computers lab.						
<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>	10		0.0		0.0	10
<b>Subject objectives</b>	Understanding the principles of conducting business activities based on new electronic media, particularly social media.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer	In terms of competencies, the student is able to identify problems and provide solutions related to conducting online business using social media.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[EKONL3_W11] knows at an advanced level the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	The student is able to demonstrate the use of social media in the operational activities of enterprises.	[SW2] presentation/project/paper/report
	[EKONL3_W07] has advanced knowledge of the basic economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	The student knows methods and tools appropriate for internet marketing, including data acquisition techniques and tools.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	The student can propose the use of specific social media to support various areas of the company's operations (sales, marketing, communication, brand building).	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	The student eagerly engages in discussions on the issues being addressed and willingly undertakes presenting solutions developed in a team.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student is able to analyze data from social media.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	In terms of social competencies, the student acquires the ability to work in a team while developing joint projects and presentations.	[SK8] observation of student's independent or team work	
Subject contents	<ol style="list-style-type: none"> <li>1. The evolution of internet marketing in social and economic communication</li> <li>2. Strategic thinking about social media</li> <li>3. Sales in social media</li> <li>4. Using marketing automation systems to build corporate image</li> <li>5. Attribution models in social media</li> <li>6. Content marketing in social media</li> <li>7. Influencer marketing in building a corporate brand</li> <li>8. Monitoring social media</li> <li>9. Effective customer service in social media</li> <li>10. Social media strategy</li> </ol>		
Prerequisites and co-requisites	Knowledge covering the scope of internet marketing elements and social media. Ability to reason and think logically.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Work on group projects. (20 points) Development of a social media communication strategy plan.	51.0%	100.0%

Recommended reading	Basic literature	<ol style="list-style-type: none"> <li>1. J. Krolewski, P. Sala, E-Marketing, Współczesne trendy. Pakiet startowy, Wydawnictwo Naukowe PWN SA, Warszawa 2016, Wydanie II,</li> <li>2. T. Reich, Jak dbać o wizerunek w mediach społecznościowych, Wydawnictwo Słowa i Myśli Sp. z o.o., Lublin 2016, Wydanie I</li> <li>3. B. Stawarz, Content Marketing Po Polsku, Jak przyciągnąć klientów, Wydawnictwo Naukowe PWN SA, Warszawa 2015, Wydanie I</li> </ol>
	Supplementary literature	<ol style="list-style-type: none"> <li>1. W. Gogołek, Komunikacja sieciowa, Uwarunkowania, kategorie i paradoksy, Oficyna Wydawnicza ASPRA-JR, Warszawa 2010,</li> <li>2. M. Grebosz, D. Siuda, G. Szymanski, Social Media Marketing, Wydawnictwo Politechniki Łódzkiej, Łódź 2016,</li> <li>3. G. Urban, Marketing wielkich możliwości, Wydawnictwo Helion, Gliwice 2014</li> </ol>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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