

Subject card

Subject name and code	Social Media in Business, PG_00119437						
Field of study	Economics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Optional subject group		
Mode of study	part-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	6	ECTS credits			2.0		
Learning profile	academic	Assessment form			exam		
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 Adam Borodo				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	12.0	0.0	0.0	0.0	0.0	12
	E-learning hours included: 0.0						
	Additional information:						
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	12		0.0		0.0	12
Subject objectives	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_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.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[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.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[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).	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[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 [SU4] test/exam - oral or written
	[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.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written
	[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.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[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 [SK4] test/exam - oral or written
Subject contents	<ol style="list-style-type: none"> 1. The evolution of internet marketing in social and economic communication 2. Strategic thinking about social media 3. Sales in social media 4. Using marketing automation systems to build corporate image 5. Attribution models in social media 6. Content marketing in social media 7. Influencer marketing in building a corporate brand 8. Monitoring social media 9. Effective customer service in social media 10. Social media strategy 		

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
	Oral exam. The student draws 3 out of 20 questions.	51.0%	100.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. J. Krolewski, P. Sala, E-Marketing, Współczesne trendy. Pakiet startowy, Wydawnictwo Naukowe PWN SA, Warszawa 2016, Wydanie II, 2. T. Reich, Jak dbać o wizerunek w mediach społecznościowych, Wydawnictwo Słowa i Myśli Sp. z o.o., Lublin 2016, Wydanie I 3. B. Stawarz, Content Marketing Po Polsku, Jak przyciągnąć klientów, Wydawnictwo Naukowe PWN SA, Warszawa 2015, Wydanie I 	
	Supplementary literature	<ol style="list-style-type: none"> 1. W. Gogołek, Komunikacja sieciowa, Uwarunkowania, kategorie i paradoksy, Oficyna Wydawnicza ASPRA-JR, Wasza 2010, 2. M. Grebosz, D. Siuda, G. Szymanski, Social Media Marketing, Wydawnictwo Politechniki Łódzkiej, Łódź 2016, 3. G. Urban, Marketing wielkich możliwości, Wydawnictwo Helion, Gliwice 2014 	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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