

Subject card

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| Subject name and code | Marketing and new technologies, PG_00148627 | | | | | | |
| Field of study | Psychology | | | | | | |
| Date of commencement of studies | October 2024 | Academic year of realisation of subject | | | 2025/2026 | | |
| Education level | uniform Master's studies | Subject group | | | Obligatory subject group in the field of study | | |
| Mode of study | full-time studies | Mode of delivery | | | at the university | | |
| Year of study | 2 | Language of instruction | | | Polish | | |
| Semester of study | 4 | ECTS credits | | | 2.0 | | |
| Learning profile | academic | Assessment form | | | credit | | |
| Conducting unit | Division of Economic Psychology and Organisational Psychology -> Institute of Psychology -> Faculty of Social Sciences -> Rector | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr Magdalena Iwanowska | | | | |
| | Teachers | | dr Magdalena Iwanowska | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15 |
| | 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 | 15 | | 10.0 | | 30.0 | 55 |
| Subject objectives | New technologies are transforming our private and professional lives. The internet offers tremendous opportunities for business development, changes the principles of effective marketing communication, and requires its users to continuously deepen their knowledge and acquire new skills. The main goal of the course is to familiarize students with issues related to the use of new technologies in business, primarily in the area of e-marketing. | | | | | | |

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| Learning outcomes | Course outcome | Subject outcome | Method of verification |
| | [PSYCHJ5_U02] He/she is able to use and integrate theoretical knowledge in the field of psychology and related disciplines in order to analyse complex psychological, educational, aid or therapeutic problems, as well as diagnose and design practical activities. | The student can execute e-marketing activities and integrate e-marketing efforts with traditional marketing actions across various market segments. | [SU4] test/exam - oral or written |
| | [PSYCHJ5_K03] He/she appreciates the importance of psychological sciences for the development of an individual and proper social ties, he/she has a positive attitude to acquiring knowledge in the field of the studied scientific discipline and building a psychologist's workshop. | The student is aware of the scope of their knowledge and skills and understands the need for continuous education and development in e-marketing. | [SK1] oral statement/conversation/discussion |
| | [PSYCHJ5_W07] He/she has in-depth knowledge of the specificity of social relations, social phenomena and the regularities that govern them from the point of view of psychology. | The student assesses the economic, social, psychological, and legal conditions of e-marketing. | [SW4] test/exam - oral or written |
| | [PSYCHJ5_K06] He/she is responsible for his/her own preparation for work, decisions taken, actions taken and their effects, he/she feels responsible towards people for whom good he/she tries to act, he/she expresses such an attitude in the environment of specialists and indirectly models this approach among others. | The student recognizes the social impact associated with e-marketing activities, including the responsibility towards consumers. | [SK1] oral statement/conversation/discussion |
| | [PSYCHJ5_U09] He/she is able to generate original solutions to complex psychological problems and forecast the course of their solution as well as predict the effects of planned activities in specific practical areas. | The student can predict the effectiveness of marketing activities and forecast their impact on consumer behavior in various market segments. | [SU4] test/exam - oral or written |
| [PSYCHJ5_W01] He/she knows the terminology used in psychology and its application in related disciplines at the advanced level. | The student knows the terminology and understands the principles, tools, methods, and procedures of e-marketing | [SW4] test/exam - oral or written | |
| Subject contents | <p>1. The customer in the digital world - introduction, key concepts, differences between traditional marketing and e-marketing, socio-economic conditions of e-marketing, general principles of e-marketing activities, specifics of customer behavior in e-marketing</p> <p>2. Building and delivering value and content for customers as the fundamental goal in e-marketing</p> <p>3. Various forms of promotion using new technologies: search engine marketing and optimization, social media marketing, influencer marketing, geolocation in marketing, VR/AR marketing, email marketing, QR codes in marketing</p> <p>4. Evaluating the effectiveness of e-marketing</p> <p>5. Ethical and legal dilemmas in e-marketing</p> <p>6. The future and directions of change in e-marketing activities</p> | | |
| Prerequisites and co-requisites | | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | test exam | 51.0% | 100.0% |

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| Recommended reading | Basic literature | <p>1. Kotler, Ph. Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technologie next-tech. MT Biznes.</p> <p>2. Mazurek, G. (2022). E-marketing. Planowanie, narzędzia, praktyka . Poltext.</p> <p>3. Scott, D. (2022). Nowe zasady marketingu i PR. Jak poprzez social media, podcasty, content marketing, newsjacking oraz sztuczną inteligencję dotrzeć bezpośrednio do kupujących. MT Biznes.</p> |
| | Supplementary literature | <p>1. Gregor, B., & Kaczorowska-Spychalska, D. (Eds.) (2018). Marketing w erze technologii cyfrowych: nowoczesne koncepcje i wyzwania. PWN.</p> <p>2. Kotler, Ph. Kartajaya, H., & Setiawan, I. (2017). Marketing 4.0: Era cyfrowa, MT Biznes.</p> <p>3. Królewski, J., & Sala, P. (2016). E-marketing. Współczesne trendy. Pakiet startowy. PWN.</p> <p>4. Rożnowski, B., & Fortuna, P. (2020). Psychologia biznesu. PWN.</p> <p>5. Stawarz, B. (2015). Content marketing po polsku. Jak przyciągnąć klientów. PWN.</p> <p>6. Tkaczyk, P. (2011). Zakamarki marki. Onepress.</p> <p>7. Mitręga, M. (2018). Marketing relacji - teoria i praktyka. CeDeWu</p> |
| | eResources addresses | |
| Example issues/ example questions/ tasks being completed | | |
| Work placement | Not applicable | |

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