

Subject card

Subject name and code	Digital Marketing, PG_00155511						
Field of study	Management						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	postgraduate studies	Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			English		
Semester of study	3	ECTS credits			3.0		
Learning profile	academic	Assessment form					
Conducting unit	Katedra Marketingu -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Liwia Delińska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	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	30		21.0		49.0	100
Subject objectives	The aim of the course is to acquire knowledge and skills in the field of digital marketing. The students will be equipped to undertake online marketing activities in variety of organizations. Recommended reading will provide students with deeper exploration of theory. The practical case study exercises and group project will ensure complementary learning through practical research and experience. In the end of the course students will be able to analyse situations, identify the most appropriate course of action and implement the strategies and tactics that will help the organization meet its online marketing objectives.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_W03] The student has an extended knowledge of the organizational and legal forms of establishment and functioning of enterprises and the development of various forms of individual entrepreneurship in Poland, knows and understands advanced concepts, principles and legal norms and regulations governing the functioning of business entities.	The student possesses knowledge of digital marketing tools that support business development and operational activities, understanding how to integrate these tools with existing organizational and legal forms.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[ZARZMU2_U02] The student can use the legal acts to regulate the formal and legal organization of the establishment and operation of enterprises in Poland in an in-depth way.	The student knows the legal regulations concerning data protection, user privacy, and consumer rights in the context of digital marketing and can apply them in planning marketing campaigns.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[ZARZMU2_K04] The student knows the need to resolve dilemmas related to the profession's performance and fulfilling social obligations. He correctly identifies them.	The student can identify and resolve ethical dilemmas related to the use of data and technology in digital marketing, ensuring compliance with legal regulations and ethical principles.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
	[ZARZMU2_W07] The student has an expanded knowledge of the evolution of views on the role of the enterprise in society and the place of man in the organization, his role in social, economic and administrative activities.	The student understands how evolving consumer expectations and the development of digital technologies have influenced the role of businesses in society and how digital marketing can support that role.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[ZARZMU2_K01] The student is aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening of knowledge in both academic and non-academic modes. The student is able to inspire and organize the learning process of others.	The student understands that digital marketing tools and technologies evolve rapidly and recognizes the need for continuous improvement of their knowledge by following new trends and developing skills in digital marketing.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written [SK8] observation of student's independent or team work
[ZARZMU2_U07] The student can search for detailed information to make rational and complex decisions of an operational and strategic nature in enterprises.	The student can search for and analyze data from digital marketing campaigns to make rational decisions regarding marketing strategies and their optimization.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written [SU5] implementation of a problem task	
Subject contents	<ol style="list-style-type: none"> 1. The digital environment 2. Digital customers 3. Marketing goes digital 4. Search engine optimization 5. Website development 6. E-commerce 7. Advertising online 8. E-mail marketing 9. Marketing on social media 10. Metrics and analytics 		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	50.0%
	final project presentation	51.0%	50.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. Kotler P., Kartajaya H., Setiawan I. (2021), <i>Marketing 5.0: Technology for Humanity</i>, John Wiley & Sons 2. Charlesworth, A. (2018), <i>Digital marketing: a practical approach</i>, Routledge. 3. Chaffey D., Ellis-Chadwick F. (2019), <i>Digital marketing: strategy, implementation and practice</i>, Pearson 	
	Supplementary literature	<ol style="list-style-type: none"> 1. Dodson I. (2016), <i>The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns</i>, Wiley 2. Kingsnorth S. (2016), <i>Digital Marketing Strategy: An Integrated Approach to Online Marketing</i>, Kogan Page 3. Wright T., Snook C.J. (2016), <i>Digital Sense: The Common Sense Approach to Effectively Blending Social Business Strategy, Marketing Technology, and Customer Experience</i>, Wiley. 	

	eResources addresses	Adresy na platformie eNauzanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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