

Subject card

Subject name and code	Digital Marketing Tools, PG_00155773						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject			2025/2026	
Education level	undergraduate studies		Subject group			Optional subject group Subject group related to scientific research in the field of study	
Mode of study	part-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			Polish	
Semester of study	4		ECTS credits			8.0	
Learning profile	academic		Assessment form				
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Robert Bęben				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	20.0	20.0	12.0	0.0	0.0	52
	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	52		49.0		99.0	200
Subject objectives	he aim of the course is to acquire knowledge and skills and to familiarize students with the use of modern digital tools in marketing, particularly in the areas of search engine marketing, creating functional websites, working with social media, and data visualization in marketing. Students are expected to master the ability to use appropriate digital tools tailored to achieve marketing strategy goals.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_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 understands that marketing tools and digital technologies evolve rapidly and recognizes the need for continuous improvement of knowledge and keeping up with new trends in digital marketing.	[SK1] oral statement/conversation/discussion
	[ZARZL3_W08] The student has advanced knowledge of enterprise and entrepreneurship, the determinants shaping the effectiveness of economic activity, taking into account regional and international aspects.	The student possesses advanced knowledge of digital marketing tools and understands how they can influence the effectiveness of a business in regional and international markets.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[ZARZL3_U05] The student can correctly select and apply advanced methods and tools used in management and quality sciences.	The student can select and effectively apply appropriate digital tools in marketing, utilizing advanced methods for analysis and optimization of marketing campaigns.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[ZARZL3_K05] The student is ready to correctly evaluate phenomena and clearly justify his position through rational, logical and entrepreneurial use of knowledge - basing his assertions and decisions on the analysis of received information.	The student can assess the effectiveness of digital marketing tools based on data analysis and campaign results, justifying decisions through logical and rational analysis.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[ZARZL3_W10] The student can identify and understand the mechanism of functional areas in an enterprise, their interrelationships and their role in achieving enterprise goals.	The student understands how digital marketing tools support different functional areas within a business and how their application affects the achievement of business objectives.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
Subject contents	1. The consumer in the digital space and the essence of technological solutions in marketing 2. Search engine internet marketing 3. Advertising in the digital space 4. Basics of creating websites and online stores 5. Mobile marketing and email marketing 6. The division of social media, their functioning, and users 7. Preparing a marketing strategy in social media 8. Creating content on social media platforms using current tools 9. Media monitoring, sentiment analysis, and social listening 10. Introduction to data visualization in marketing		
Prerequisites and co-requisites	no		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project work completed with a presentation	51.0%	60.0%
	assessment of current activity (oral or written statements)	51.0%	40.0%
Recommended reading	Basic literature	1. G. Mazurek (red.), E-Marketing. Planowanie, narzędzia, praktyka, Poltext, Warszawa 2022. 2. N. Oruba, Strategia komunikacji w social mediach, OnePress, Gliwice 2022. 3. K. Marzec, T. Trzosło, Marketing internetowy w Google. Pozycjonowanie, Ads & Analytics dla biznesu, e-commerce, marketerow, OnePress, Gliwice 2022. 4. C.N. Knafliec, Storytelling danych. Poradnik wizualizacji danych dla profesjonalistów. OnePress, Gliwice 2021.	
	Supplementary literature	1. Ph. Kotler, H. Kartajaya, I. Setiawan, Marketing 5.0. Technologie Next Tech, MT Biznes, Warszawa 2021. 2. G. Mazurek, Transformacja cyfrowa perspektywa marketingu, Wydawnictwo Naukowe PWN, Warszawa 2021 3. D.M. Scott, Nowe zasady marketingu i PR. Jak poprzez social media, podcasty, content marketing, newsjacking oraz sztuczna inteligencja dotrzeć bezpośrednio do kupujących, MT Biznes, Warszawa 2022. 4. M.A. Russell, M. Klassen, Data Mining. Eksploracja danych w sieciach społecznościowych, Helion, Gliwice 2019. 5. G. Błazewicz, Marketing Automation. W kierunku sztucznej inteligencji i hiperpersonalizacji, Wydawnictwo Naukowe PWN, Warszawa 2021.	
	eResources addresses	Adresy na platformie eNauczanie:	

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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