

Subject card

Subject name and code	Social Media, PG_00156162						
Field of study	Sport Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2027/2028	
Education level	Bachelor's 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	3		Language of instruction			Polish	
Semester of study	6		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Department of Marketing -> Faculty of Management -> Rector						
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	0.0	30.0	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		4.0		16.0	50
Subject objectives	The 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 working with social media. Students are expected to master the ability to utilize appropriate social media platforms and create content tailored to the target audience in the sports market.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_W08] The student has advanced knowledge of enterprise and entrepreneurship, as well as other subjects of the sports market, the determinants shaping the effectiveness of economic activity, taking into account regional and international aspects.	The student possesses advanced knowledge of using social media to develop the business operations of sports organizations, both at the local and international levels.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[ZSSML3_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 social media platforms and technologies evolve rapidly and recognizes the need for continuous improvement of knowledge and skills to use them effectively.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[ZSSML3_W11] The student knows and understands the principles of acquiring and using various types of resources in achieving the development objectives of the enterprise and other entities of the sports market.	The student understands the principles of resource acquisition and the use of social media to achieve the developmental goals of sports organizations, including community building and sponsor acquisition.	[SW3] text preparation/written work [SW5] implementation of a problem task
	[ZSSML3_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 analyze the results of social media campaigns and justify strategic communication choices based on data analysis and outcomes, using a rational and entrepreneurial approach.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[ZSSML3_U05] The student can correctly select and apply methods and tools used in management and quality sciences.	The student can select and apply appropriate social media tools to promote and build the image of sports organizations, utilizing analytical tools to assess the effectiveness of actions.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
Subject contents	1. Digital transformation and its significance for sports marketing 2. Division of social media, their functioning, and users 3. Preparing a marketing strategy for social media 4. Creating materials and content on social media platforms using current tools 5. Paid and unpaid marketing activities on social media platforms 6. Influencer marketing, content marketing, storytelling 7. Budget, publishing schedule, and measuring the effectiveness of social media activities 8. Media monitoring, sentiment analysis, and social listening		
Prerequisites and co-requisites	Passing the subjects: sports marketing and sports product branding		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	partial grades for assignments during the semester	51.0%	100.0%
Recommended reading	Basic literature	1. A. Sznajder, Marketing sportu 2.0 w erze cyfrowej, Wydawnictwo Nieoczywiste, Warszawa 2021. 2. G. Mazurek (red.), E-Marketing. Planowanie, narzędzia, praktyka, Poltext, Warszawa 2022. 3. Ph. Kotler, H. Kartajaya, I. Setiawan, Marketing 5.0. Technologie Next Tech, MT Biznes, Warszawa 2021	

	Supplementary literature	1. B. Stawarz-Garcia, Content marketing i social media: jak przyciągnąć klientów, PWN, Warszawa 2017 2. P. Bucki, Viral. Jak zarażać ideami i tworzyć wirusowe treści, PWN, Warszawa 2019 3. P. Tkaczyk, Narratologia, PWN, Warszawa 2017 4. N. Oruba, Strategia komunikacji w social mediach, OnePress, Gliwice 2022.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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