

Subject card

Subject name and code	Image Building in Social Media, PG_00169800						
Field of study	Economics						
Date of commencement of studies	October 2025		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	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		1.0		
Learning profile	academic		Assessment form				
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	0.0	10.0	0.0	0.0	0.0	10
	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	10		3.0		12.0	25
Subject objectives	Understanding the principles of social media operations on the Internet, methods of building communities, and standards for image creation across various social media channels.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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	When carrying out tasks related to building an image on social media, the student skillfully utilizes their work while adhering to business ethics principles.	[SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[EKONL3_W05] has advanced knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student has basic knowledge about a person who creates their image on the internet and understands the motives behind human economic decision-making.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[EKONL3_W10] knows and understands the basic concepts and principles of industrial property, intellectual property and copyright law	The student is able to respect copyright and take care of intellectual property while building their image on social media using online marketing tools.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[EKONL3_U14] is able to set priorities and plan and organise the tasks involved in their implementation as well as monitor and evaluate progress accordingly	The student has the ability to prepare a social media communication strategy by planning and prioritizing tasks needed to achieve the goal.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[EKONL3_W11] knows 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 identify the form of business activity in the electronic market and can identify factors that allow for its development.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	The student eagerly engages in discussions on the issues being addressed and is willing to present solutions developed individually and in teams.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	The student should demonstrate the ability to observe and analyze phenomena in their environment in order to select appropriate tools for communicating with it.	[SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[EKONL3_U12] can independently plan and implement own lifelong learning	The student utilizes and expands their acquired knowledge to resolve economic and social dilemmas related to social networks that arise in professional work.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
Subject contents	1. Social Media as an element of communication on the Internet - analysis of social networks in the daily construction of personal and corporate image. The number of social networks available on the Internet, the history of social media, and their development. 2. Tools for building an image on the Internet - types of tools, programs, and systems that are used to build communities around a personal brand image. 3. Advantages and disadvantages of social media. 4. How to effectively build your image on social media. 5. Case studies - meeting with a business practitioner. To further develop the concepts discussed during the lectures, students may take advantage of consultation hours.		
Prerequisites and co-requisites	• General knowledge of information technology and basics of internet marketing. • Knowledge covering the scope of internet marketing elements and social media. • Ability to infer and think logically.		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Group work on the semester project (30 points). Engagement in project implementation (5 points), the substantive value of the project (20 points), and the way of presenting group ideas (5 points).	51.0%	100.0%
Recommended reading	Basic literature	1. B. Stawarz, Content Marketing Po Polsku, Jak przyciągnąć klientów, Wydawnictwo Naukowe PWN SA, Warszawa 2015, Wydanie I 2. W. Gogolek, Komunikacja sieciowa, Uwarunkowania, kategorie i paradoksy, Oficyna Wydawnicza ASPRA-JR, Wasza 2010, 3. M. Grebosz, D. Siuda, G. Szymanski, Social Media Marketing, Wydawnictwo Politechniki Łódzkiej, Łódź 2016, 4. G. Urban, Marketing wielkich mozliwosci, Wydawnictwo Helion, Gliwice 2014.	
	Supplementary literature	1. J. Krolewski, P. Sala, E-Marketing, Współczesne trendy. Pakiet startowy, Wydawnictwo Naukowe PWN SA, Warszawa 2016, Wydanie II, 2. A. Nowacka, R. Nowacki, Podstawy marketingu, Centrum Doradztwa i Informacji Difin Sp. z o.o., Warszawa 2004, 3. D. Kaznowski, Nowy marketing w internecie, Centrum Doradztwa i Informacji Difin Sp. z o.o., Warszawa 2007, 4. T. Reich, Jak dbać o wizerunek w mediach społecznościowych, Wydawnictwo Słowa i Mysli Sp. z o.o., Lublin 2016, Wydanie I	
	eResources addresses	Adresy na platformie eNauczanie:	
	Example issues/ example questions/ tasks being completed		
Work placement	Not applicable		

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