

Subject card

Subject name and code	Marketing Communication on the Internet, PG_00169962						
Field of study	Economics						
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		
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		3.0		
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	15.0	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		5.0		55.0	75
Subject objectives	Introducing students to the functioning of a business on the Internet, with particular emphasis on marketing.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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	In terms of social competencies, the student acquires the ability to work in a team while developing joint projects and presentations.	[SK3] text preparation/written work [SK8] observation of student's independent or team work
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student should demonstrate the ability to use basic tools in planning and implementing a marketing plan and communication strategy on the Internet.	[SU2] presentation/project/paper/report [SU3] text preparation/written work [SU8] observation of student's independent or team work
	[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	The student should have the ability to prepare a social media communication marketing plan in Polish.	[SU2] presentation/project/paper/report [SU3] text preparation/written work [SU8] observation of student's independent or team work
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student eagerly engages in discussions on the issues being addressed and willingly undertakes presenting solutions developed in a team.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[EKONL3_W10] knows and understands the basic concepts and principles of industrial property, intellectual property and copyright law	The student knows the general principles of planning and creating marketing plans and communication strategies on the internet, taking care of intellectual property and copyright.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[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 the actions and behavior of a company in the area of internet marketing, the tools used by the company, and the methods of acquiring and retaining customers.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[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	The student skillfully utilizes their work while adhering to business ethics principles.	[SK2] presentation/project/paper/report [SK3] text preparation/written work [SK8] observation of student's independent or team work
Subject contents	1. Development of an online venture/company profile (name, logo, goals); micro and macro environment of the online venture/company (including market segmentation). 2. Practical use of social media tools as an element of building media campaigns for the venture/company. 3. BMC, SMC, Persona Card model. 4. Empathy Map, VPC. 5. Work on the project. 6. Presentation of communication strategy plans in social media. 7. Presentation of communication strategy plans in social media. 8. Summary of classes and grading. To further develop the concepts discussed during the lectures, students may take advantage of consultation hours.		
Prerequisites and co-requisites	Knowledge covering elements of marketing strategy in a company as well as elements of the company's environment. Ability to reason and think logically.		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Here's the translation: Semester project for preparing a social media communication strategy. (20 points)	51.0%	100.0%
Recommended reading	Basic literature	1. R. Kozielski (pod red.), Wskazniki marketingowe, Warszawa 2011 2. J. Krolewski, P. Sala, E-marketing. Współczesne trendy. Pakiet startowy, Wydawnictwo Naukowe PWN SA. Warszawa 2014, 2016 Wydanie II 3. A. Maciorowski, E-Marketing w Praktyce, Wydawnictwo Samo Sedno Edgard, Wydanie I, Warszawa 2013 4. A.Borodo, Ekonomiczne uwarunkowania wykorzystania mediów społecznościowych w handlu elektronicznym, Wydawnictwo Uniwersytetu Gdanskiego, Katedra Transportu i Handlu Morskiego, Sopot 2021.	
	Supplementary literature	1. A. Jablonski, Skuteczna Reklama na Facebooku i Instagramie, Wydawnictwo Grupa Marketer Sp. z o.o., Lublin 2021. 2. Ł. Kosuniak, To jest social selling, Wydawnictwo Grupa Marketer Sp. z o.o., Lublin 2021. 3. G. Błazewicz, Rewolucja z marketing automation. Jak wykorzystac potencjał Big Data, Wydawnictwo Naukowe PWN SA, Warszawa 2016, Wydanie I - 1 dodruk Warszawa 2017.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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