

Subject card

Subject name and code	eMarketing, PG_00172419						
Field of study	International Economic Relations						
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		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marcin Krzaczek				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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		30.0	50
Subject objectives	After completing the course, the student should know the basic elements of e-marketing, choose appropriate tools for a given situation and be able to assess the effectiveness of e-marketing activities.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGL3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	is ready to think and act in an entrepreneurial way thanks to the skillful use of e-marketing tools; adapts to new situations and conditions, takes up the challenge of creative thinking, is resistant to failure, is able to identify threats and assess the risk of their occurrence	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written [SK6] demonstration of practical skills
	[MSGL3_U08] uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	uses basic methods and computer programs as well as internet marketing techniques and tools, learned during lectures and consultations, to obtain and analyze data necessary in professional work in order to diagnose economic processes and make appropriate economic decisions	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU6] demonstration of practical skills
	[MSGL3_W14] knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law	knows and understands the basic concepts and principles of intellectual (industrial) property protection and copyright on the Internet	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
Subject contents	[MSGL3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	knows and understands the types of economic ties and the regularities governing them, including the principles of functioning of the electronic market and the market mechanism, both in the domestic and international aspect	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	1. Online marketing vs. traditional marketing		
	2. The most important elements of e-marketing		
	3. Websites		
Prerequisites and co-requisites	4. E-commerce and e-distribution		
	5. Social media marketing		
	6. Google - SEM, SEO, AdWords, Analytics		
	7. Online advertising		
Assessment methods and criteria	8. Affiliate marketing, retargeting, content marketing, RTM		
	9. Email marketing		
	Knowledge of elements of marketing communication.		
	Knowledge of the English language.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	activity during lectures	51.0%	20.0%
	test	51.0%	80.0%

Recommended reading	Basic literature	<i>Content Marketing : dotrzyj, zainteresuj, zatrzymaj - sztuka pozyskiwania klientów za pomocą treści</i>, Tomasz Stopka, Poltex, Warsaw 2017; <i>Homo irretitus: w sieci serwisów społecznościowych, reklamy i marketingu społecznego</i>, praca zbiorowa pod redakcją Katarzyny Walotek-Ściańskiej i Michała Szyszki, Wyższa Szkoła Humanitas, Sosnowiec 2014; <i>Google Analytics dla marketingowców</i>, Martyna Zastrożna, Helion, Gliwice 2014.
	Supplementary literature	<i>Nadchodzi era e-maklera</i> , Marcin Krzaczek, Gazeta Bankowa, vol. 3, 2010, pp.40-45.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Conducting marketing activities in social media. Elements of a functional company website. Measuring the effectiveness of online marketing.	
Work placement	Not applicable	

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