University of Gdańsk

Subject card

Subject name and code	Social media in business, PG_00199035		
Field of study	Economics		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2028/2029
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Optional subject group 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	5	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
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	30.0	0.0	10.0	0.0	40
	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	40	0.0	10.0	50

Subject objectives	Understanding the principles of conducting business activities based on new electronic media, especially social media.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	The student can utilize knowledge from economics, finance, and management to analyze data from social media to solve economic and social dilemmas, as well as to make informed business decisions based on data.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student is able to participate in preparing projects that use social media to harmoniously integrate legal, economic, environmental, political, and social requirements, demonstrating the ability to conduct responsible and sustainable business in a digital environment.	[SK2] presentation/project/paper/ report [SK5] implementation of a problem task [SK8] 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 can demonstrate the use of social media in the operational activities of enterprises.	[SW2] presentation/project/paper/ report
[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	In terms of competencies, the student is able to identify problems and provide solutions related to conducting online business using social media.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
[EKONL3_U05] uses normative systems (legal, professional, ethical) to solve a specific economic or social task	The student is able to use normative systems (legal, professional, ethical) to design and implement activities on social media that are compliant with the law, professional ethics, and social expectations.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU6] demonstration of practical skills
[EKONL3_W10] knows and understands concepts and principles of industrial property, intellectual property and copyright law	The student understands the principles of intellectual property protection and can apply them in creating and publishing content on social media, ensuring that marketing activities comply with the law.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task

Subject contents

1. Introduction to Social Media in Business. (3h)
2. Strategic Planning in Social Media. (3h)
3. Brand Building and Reputation Management in Social Media. (1.5h)
4. Content Marketing and Storytelling in Social Media. (1.5h)
5. Influencer Marketing. (1.5h)
6. Advertising and Promotion in Social Media. (1.5h)
7. Lead Generation and Sales through Social Media. (3h)
8. Data Analysis and Monitoring in Social Media. (1.5h)
9. Customer Service in Social Media. (1.5h)
10. Attribution Models and Measuring ROI in Social Media. (1.5h)
11. Legal and Ethical Aspects of Social Media Activities. (3h)
12. Case Studies and Group Projects. (6h)

To further develop the concepts discussed during the lectures, students may take advantage of consultation hours.

Prerequisites and co-requisites

Has elementary knowledge in the field of entrepreneurship and information technology.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Participation in discussions and work on case studies. (5 pts.)	51.0%	30.0%
Working on group projects. (20 pts.)	51.0%	70.0%

Recommended reading	Basic literature	1. M. Żukowski, Twoja firma w social mediach. Podręcznik marketingu internetowego dla małych i średnich przedsiębiorstw., Wydawnictwo Helion S.A., 2024, Wydanie IV poszerzone, 2. B. Stawarz, Content Marketing Po Polsku, Jak przyciagnac klientow, Wydawnictwo Naukowe PWN SA, Warszawa2015, Wydanie I 3. A. Ledwoń-Blacha, Strategiczne podejście do działania w social mediach, Wydawnictwo Helion S.A., 2023. 4. A. Roguski, Zrozumieć social media, Wydawnictwo Helion S.A., 2020. 5. red. R. Markiewicz, Prawo a media społecznościowe, Wydawnictwo Uniwersytetu Jagiellońskiego, 2022.
	Supplementary literature	1. W. Gogołek, Komunikacja sieciowa, Uwarunkowania, kategorie i paradoksy, Oficyna Wydawnicza ASPRA-JR, Wasza 2010, 2. M. Grebosz, D. Siuda, G. Szymanski, Social Media Marketing, Wydawnictwo Politechniki Łodzkiej, Łodz 2016, 3. G. Urban, Marketing wielkich mozliwosci, Wydawnictwo Helion, Gliwice 2014
	eResources addresses	

Example issues/ example questions/ tasks being completed	**Case Study: Green Cities Social Media Campaign by EcoGardens** **Background:** EcoGardens is a company specializing in the design and maintenance of green spaces in urban areas. In response to growing interest in sustainable development, the company decided to initiate a social media campaign titled Green Cities, aimed at promoting green initiatives in cities and educating the public about the benefits of green infrastructure. **Campaign Objectives:** 1. Increase awareness about the benefits of urban green spaces. 2. Promote EcoGardens services among potential business and individual clients. 3. Build an online community engaged in sustainable development activities. **Implementation:** **Content Marketing:** Creation of a series of educational video posts and blog articles discussing the benefits of green spaces, including improved air quality, noise reduction, and increased biodiversity. **Social Media Engagement:** Utilizing hashtags, photo contests, and collaborations with eco-conscious influencers to extend reach and engagement. **Advertising:** Targeted ads on Facebook and Instagram to promote EcoGardens services and engage users to visit the campaign site. **Challenges:** Compliance with advertising regulations and data protection laws. Measuring the effectiveness of different community engagement strategies and traffic conversion to the campaign site. Managing brand reputation and responding to potential negative comments on social media. **Student Task:** **Analysis:** Students analyze data regarding user engagement on social media and advertising outcomes. **Strategy:** Develop recommendations for optimizing the campaign, including potential communication improvements and new activity proposals. **Problem Solving:** Propose a crisis management strategy for handling negative community reactions.
Work placement	Not applicable

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