University of Gdańsk

Subject card

Subject name and code	Marketing Communication on the Internet, PG_00199042		
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	6	ECTS credits	5.0
Learning profile	academic	Assessment form	exam
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	15.0	15.0	0.0	15.0	0.0	45

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	45	0.0	80.0	125

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_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
	[EKONL3_W05] has a 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.	[SW4] test/exam - oral or written
	[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.	[SK1] oral statement/conversation/ discussion
	[EKONL3_W10] knows and understands 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.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[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.	[SK1] oral statement/conversation/ discussion
	[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 marketing plan in Polish.	[SU1] oral statement/conversation/ discussion
	[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.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written

Subject contents

1. The Internet as a medium of marketing communication - evolution of marketing concepts, marketing activities and the Internet, advantages and disadvantages of the Internet as a marketing tool. Marketing research on the Internet, sources of primary and secondary information on the Internet, advantages and disadvantages of online surveys, comparison of selected features of online and postal surveys as well as personal and telephone interviews, types of research conducted on the Internet, is the Internet a source of information or disinformation in marketing communication?
2. Shaping elements of a marketing plan - participants in the Internet marketing services market, market segmentation, division of buyers of products available on the Internet, characteristics of Internet customers. SWOT analysis. Product: structure and classification of products from the Internet's point of view. Price: methods of determining product prices on the Internet, characteristics of product prices in electronic markets. Distribution: functions of distribution channels in the Internet services market, strategies for direct and indirect product distribution channels on the Internet, characteristics of the Internet in distribution activities.
3. Shaping elements of marketing communication on the Internet - designing an effective promotional campaign on the Internet, promotional strategies on the Internet, forms and ways of implementing communication on the Internet. Indicators: brand demand for a website, shopping speed, advertising effectiveness and efficiency, cost indicators.
4. Basic internet marketing tools in marketing communication (SEM/SEO, PPC) - description of generally available defined tools used for promotion on the Internet, both paid and free. Revenue models, sales based on the number of views, sales based on consumer actions, combined models, CPM, CPV, CPC, CPA, CPL, CPE, privacy protection, ethics, search engines, Google tools - Google AdWords, Google Apps, Internet marketing organizations and standards.
5. Social Media as a marketing communication tool - analysis of the use of social networks in the daily building of an enterprise's image and marketing, advantages and disadvantages of their use, criteria for dividing social networks, how to build a community around a brand (examples), common mistakes in promotions using SM, analysis of the profitability of creating a fan page on Facebook, increasing the attractiveness of SM pages on the main post walls (Facebook), the reach of promotions on SM pages (Facebook), statistics on the use of social media as one of the main promotion tools.
6. Case studies - meetings with business practitioners.

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: Written exam via the Moodle platform. (25 questions - 35 points.) Open-ended, closed-ended, single-choice, multiple-choice.	51.0%	55.0%
Active participation in classes	51.0%	10.0%
Group project	51.0%	35.0%

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 mediow społecznosciowych w handlu elektronicznym, Wydawnictwo Uniwersytetu Gdanskiego, Katedra Transportu i Handlu Morskiego, Sopot 2021.
Supplementary literature	1. A. Jabłonski, 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, Warszwa 2016, Wydanie I - 1 dodruk Warszawa 2017.
eResources addresses	

Example issues/ example questions/ tasks being completed

Work placement

Not applicable

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