

**Subject card**

|  |   |  |                    |                                     |  |            |     |
|--|---|--|--------------------|-------------------------------------|--|------------|-----|
| <b>Subject name and code</b>                       | eMarketing, PG_00199276   |  |                    |                                     |  |            |     |
| <b>Field of study</b>                              | International Economic Relations  |  |                    |                                     |  |            |     |
| <b>Date of commencement of studies</b>             | October 2026  | <b>Academic year of realisation of subject</b>           |                    |                                     | 2028/2029  |            |     |
| <b>Education level</b>                             | Bachelor's studies  | <b>Subject group</b>                                     |                    |                                     | Obligatory subject group in the field of study<br>Optional subject group<br>Subject group related to scientific research in the field of study |            |     |
| <b>Mode of study</b>                               | full-time studies   | <b>Mode of delivery</b>                                  |                    |                                     | at the university  |            |     |
| <b>Year of study</b>                               | 3   | <b>Language of instruction</b>                           |                    |                                     | Polish   |            |     |
| <b>Semester of study</b>                           | 6   | <b>ECTS credits</b>                                      |                    |                                     | 4.0  |            |     |
| <b>Learning profile</b>                            | academic  | <b>Assessment form</b>                                   |                    |                                     | credit   |            |     |
| <b>Conducting unit</b>                             | Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector  |  |                    |                                     |  |            |     |
| <b>Name and surname of lecturer (lecturers)</b>    | <b>Subject supervisor</b>   |  | dr Marcin Krzaczek |                                     |  |            |     |
|  | <b>Teachers</b>   |  |                    |                                     |  |            |     |
| <b>Lesson types</b>                                | <b>Lesson type</b>  | Lecture  | Tutorial           | Laboratory                          | Project  | Seminar    | SUM |
|  | <b>Number of study hours</b>  | 15.0   | 15.0               | 0.0                                 | 15.0   | 0.0        | 45  |
|  | E-learning hours included: 0.0  |  |                    |                                     |  |            |     |
| <b>Learning activity and number of study hours</b> | <b>Learning activity</b>  | Participation in didactic classes included in study plan |                    | Participation in consultation hours |  | Self-study | SUM |
|  | <b>Number of study hours</b>  | 45   |                    | 0.0                                 |  | 55.0       | 100 |
| <b>Subject objectives</b>                          | 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. |  |                    |                                     |  |            |     |

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| Learning outcomes  | Course outcome   | Subject outcome   | Method of verification  |
|  | [MSG3_W14] knows and understands 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<br>[SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report  |
|  | [MSG3_W07] has knowledge and understanding of the 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<br>[SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report  |
|  | [MSG3_U08] uses 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<br>[SU2] presentation/project/paper/report<br>[SU4] test/exam - oral or written<br>[SU6] demonstration of practical skills |
| [MSG3_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<br>[SK2] presentation/project/paper/report<br>[SK4] test/exam - oral or written<br>[SK6] demonstration of practical skills   |   |
| Subject contents   | <ol style="list-style-type: none"> <li>1. Online marketing vs. traditional marketing</li> <li>2. The most important elements of e-marketing</li> <li>3. Websites</li> <li>4. E-commerce and e-distribution</li> <li>5. Social media marketing</li> <li>6. Google - SEM, SEO, AdWords, Analytics</li> <li>7. Online advertising</li> <li>8. Affiliate marketing, retargeting, content marketing, RTM</li> <li>9. Email marketing</li> </ol> |   |   |
| Prerequisites and co-requisites  | <p>Knowledge of elements of marketing communication.</p> <p>Knowledge of the English language.</p>   |   |   |
| Assessment methods and criteria  | Subject passing criteria   | Passing threshold   | Percentage of the final grade   |
|  | test   | 51.0%   | 80.0%   |
|  | activity during lectures   | 51.0%   | 20.0%   |

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| Recommended reading  | Basic literature   | <p><i>Content Marketing : dotrzyj, zainteresuj, zatrzymaj - sztuka pozyskiwania klientów za pomocą treści</i>, Tomasz Stopka, Poltex, Warsaw 2017;</p> <p><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;</p> <p><i>Google Analytics dla marketingowców</i>, Martyna Zastrożna, Helion, Gliwice 2014.</p> |
|  | Supplementary literature   | <i>Nadchodzi era e-maklera</i> , Marcin Krzaczek, Gazeta Bankowa, vol. 3, 2010, pp.40-45.   |
|  | eResources addresses   |   |
| Example issues/<br>example questions/<br>tasks being completed | <p>Conducting marketing activities in social media.</p> <p>Elements of a functional company website.</p> <p>Measuring the effectiveness of online marketing.</p> |   |
| Work placement   | Not applicable   |   |

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