University of Gdańsk

Subject card

Subject name and code	eMarketing, PG_00199276						
Field of study	International Economic Relations						
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		4.0		
Learning profile	academic		Assessment form		credit		
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	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		55.0	100
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_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 [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[MSGL3_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 [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[MSGL3_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 and to project online marketing tools (assumptions and progress of which are consulted with the lecturer during consultations and project blocks) 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

Subject contents

1. Online marketing vs. traditional marketing

2. The most important elements of e-marketing

3. Websites

4. E-commerce and e-distribution

5. Social media marketing

6. Google - SEM, SEO, AdWords, Analytics

7. Online advertising

8. Affiliate marketing, retargeting, content marketing, RTM

9. Email marketing

Prerequisites and co-requisites

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
Final project	51.0%	50.0%
test	51.0%	30.0%
activity during classes	51.0%	20.0%

Recommended reading	Basic literature	*Content Marketing : dotrzyj, zainteresuj, zatrzymaj - sztuka pozyskiwania klientów za pomocą treści*, Tomasz Stopka, Poltex, Warsaw 2017; *Homo irretitus: w sieci serwisów społecznościowych, reklamy i marketingu społecznego*, praca zbiorowa pod redakcją Katarzyny Walotek-Ściańskiej i Michała Szyszki, Wyższa Szkoła Humanitas, Sosnowiec 2014; *Google Analytics dla marketingowców*, Martyna Zastrożna, Helion, Gliwice 2014.
	Supplementary literature	*Nadchodzi era e-maklera*, Marcin Krzaczek, Gazeta Bankowa, vol. 3, 2010, pp.40-45.
	eResources addresses	Basic https://www.iab.org.pl - Recent IAB Strategic Report
Example issues/ example questions/ tasks being completed	Creating and managing your own website and social media profiles. Designing an online advertising campaign. Measuring the effectiveness of online marketing.	
Work placement	Not applicable	

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