University of Gdańsk

Subject card

Subject name and code	Web Content Management, PG_00199383						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Master'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	1		Language of instruction		Polish		
Semester of study	2		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 Dagmara Wach				
	Teachers		dr Dagmara Wach				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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		5.0	50
Subject objectives	The aim of the exercises in the subject is to practically prepare students to create, manage and optimize content on websites. Students will acquire skills in content analysis, adjusting communication channels, crisis management and creating content marketing strategies. The exercises are aimed at developing technical, analytical, creative and teamwork skills.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONMU2_K05] correctly identifies, diagnoses and solves advanced dilemmas and alternative solutions related to the profession	The student is able to identify and resolve professional dilemmas related to designing, publishing, and managing content on websites, taking into account ethical, legal, and communication aspects.	[SK1] oral statement/conversation/ discussion
[EKONMU2_U15] can independently expand and improve acquired knowledge and skills in economics; is open to new ideas and techniques; tends to learn using any accessible method and to interact with other participants of the learning process	The student is able to independently develop skills in content management and digital communication, is open to new techniques and methods, and engages in collaboration with others.	[SU1] oral statement/conversation/ discussion
[EKONMU2_K02] is aware of the level of their knowledge in the area of solving complex problems in economic,; understands the need to extend and update this knowledge throughout his/her life	The student is aware of their level of knowledge in content management and understands the need for its continuous development and updating.	[SK1] oral statement/conversation/ discussion
[EKONMU2_U13] can manage teamwork as well as interact and work in a team (including in an international environment) assuming a leading role in it	The student is able to apply the acquired knowledge in practice by managing the work of a team preparing a project in the field of creating and editing digital content, also in an international environment. The project is discussed and approved during consultations with the course instructor and subsequently presented in class.	[SU2] presentation/project/paper/ report
[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	The student acts entrepreneurially and creatively, adapting content to the changing digital environment and assessing risks associated with its publication.	[SK2] presentation/project/paper/ report
[EKONMU2_W05] has a knowledge of the human being as a manufacturer and consumer and has a knowledge of the human being as a creator of culture and social structures	The student has extended knowledge of users as creators and consumers of digital content and understands their role in shaping online social structures.	[SW2] presentation/project/paper/ report
[EKONMU2_U14] can appropriately identify priorities and plan and organise tasks related to their implementation, as well as monitor and assess progress	The student can plan, organize, and oversee the implementation of tasks related to content management strategy design and execution.	[SU2] presentation/project/paper/ report
[EKONMU2_U06] can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness	The student can apply knowledge from economics, finance, and management to the creation and evaluation of web content, independently analyzing its effectiveness and relevance.	[SU2] presentation/project/paper/ report
[EKONMU2_W10] knows the terms and principles of protection of industrial property and copyright, and understands the necessity of management of intellectual property resources	The student knows the principles of industrial property and copyright protection and understands the importance of managing content as intellectual property assets.	[SW2] presentation/project/paper/ report

Subject contents	**Week 1: Analysis of factors influencing content viewership** • Factors affecting engagement and number of content views • Analysis of audience demographics and online behavior **Week 2: Matching communication channels and content types to business needs** • Selecting appropriate communication channels for different industries and target groups • Strategies for creating content tailored to company specifics and goals **Week 3: Website audit** • Methods for assessing website usability and functionality • Identifying errors and elements requiring SEO optimization **Week 4: Crisis management in content management** • Causes and examples of crises related to content management • Strategies for crisis response and management in digital communication **Week 5: Final project Collaborative film production** • Role division and planning the film production process • Techniques for effective team collaboration in creating video materials **Week 6: Visual identity and content preparation** • Elements of effective brand visual identity • Methods for creating coherent and attractive visual content **Week 7: Project presentations and summary** • Methods for effective multimedia project presentations • Evaluation and conclusions from completed projects If you have any further questions or concerns, feel free to come to my consultation hours.
Prerequisites and co-requisites	To participate in the course, students should have basic computer skills. Knowledge of basic IT tools and the ability to effectively use the Internet, office applications, video and graphic editing tools are necessary to fully understand the material discussed during classes and to perform practical tasks.

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Case study	51.0%	10.0%
	Video	51.0%	50.0%
	Audit	51.0%	10.0%
	Presentation	51.0%	10.0%
	Essay	51.0%	10.0%
	Essay	51.0%	10.0%
Recommended reading	Basic literature	Halvorson, K., Rach, M., Content Strategy for the Web, New Riders, Berkeley, 2012. Lieb, R., Content Marketing: Think Like a Publisher - How to Use Content to Market Online and in Social Media, Que Publishing, Indianapolis, 2011. Pulizzi, J., Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less, McGraw-Hill Education, New York, 2013.	
	Supplementary literature	Jones, C., Clout: The Art and Science of Influential Web Content, New Riders, 2011. Handley, A., Chapman, C. C., Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business, Wiley, 2012. Rose, R., Pulizzi, J., Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand, Content Marketing Institute, 2011. Redish, J. G., Letting Go of the Words: Writing Web Content that Works, Morgan Kaufmann, 2012. McGuire, D., Content Strategy at Work: Real-World Stories to Strengthen Every Interactive Project, Morgan Kaufmann, 2012. From information systems theory to market intelligence: heterogeneous Technology Acceptance Models as a tool for product analysis Smoliński Paweł*, Januszewicz Joseph, Winiarski Jacek, W: Harnessing opportunities: reshaping ISD in the post-COVID-19 and generative AI era (ISD2024 proceedings) / Marcinkowski Bartosz [i in.] (red.), Proceedings of the International Conference on Information Systems Development, 2024, Gdańsk, Uniwersytet Gdański,	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.