University of Gdańsk

Subject card

Subject name and code	Omnichannel in E-Commerce, PG_00199385		
Field of study	Economics		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
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	2	Language of instruction	Polish
Semester of study	3	ECTS credits	5.0
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	30.0	0.0	60
	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	60	0.0	65.0	125

Subject objectives	The aim of the subject is to review marketing channels used in building traffic for websites.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONMU2_W04] has an in-depth knowledge of different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises	The student knows the relationships between entities and economic structures present in the e-commerce market.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[EKONMU2_K05] correctly identifies, diagnoses and solves advanced dilemmas and alternative solutions related to the profession	Competence in critically observing the online commerce market.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
[EKONMU2_U09] has an advanced ability to prepare specialist written assignments concerning economic and social issues, using specialist theoretical and methodological approaches, collecting various sources of data, their description and interpretation, the principles of hypothesis formulation and drawing conclusions on the basis of scientific literature and factual data, and can make extensive international comparisons	The ability to strategically plan multichannel marketing activities.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work
[EKONMU2_K06] is ready to observe and develop in his/her professional life principles of business ethics and corporate social responsibility, respect others, be loyal to their employer, taking into account changing social needs.	The ability to appropriately select tools and content while adhering to laws and taking responsibility for intellectual property.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task [SK8] observation of student's independent or team work
[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	Knowledge of marketing mechanisms in the online commerce market.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[EKONMU2_U14] can appropriately identify priorities and plan and organise tasks related to their implementation, as well as monitor and assess progress	The ability to identify appropriate tools necessary for preparing a communication strategy in the electronic economy.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work

Subject contents

1) Email Marketing - Building a subscriber list - List segmentation - Email marketing strategies - Most popular tools - Ways to track campaign effects - Marketing automation2) Social Media Marketing - Building user retention - Managing a fan page - Crisis situations (phenomenon of trolling) - Methods of targeting messages on Facebook.com (interest tree)3) B2B Networking - LinkedIn possibilities - Ways to build reach - Building a company's brand - content marketing4) Price Comparison Sites - Polish services - Foreign services - Google Shopping - Managing the product catalog5) PPC Campaigns - Reach campaigns - Remarketing campaigns - Retargeting campaigns - Types of advertising media - Advertising networks6) Online Auctions - Ways to attract attention - Building user loyalty - Optimizing the auction portfolio7) ePR Activities - Ways to establish cooperation - Guidelines for ePR articles8) Competitor Analysis9) Comprehensive analysis of traffic in an online store.

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

Prerequisites and co-requisites	Basic knowledge of web analytics tools like Google Analytics. Knowledge of the e-commerce industry in Poland and worldwide.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Teamwork on projects. The distribution of points will be presented in the first class. Max 30 points.	51.0%	100.0%

Recommended reading

Basic literature	1. E-commerce manager. Profesjonalista w ehandlu, Praca zbiorowa, Fundacja Polak 2.0, 2014, Tom I i II. 2. Karwatka T., Sadulski D., E-commerce. Proste odpowiedzi na trudne pytania, Wolters Kluwer, Warszawa 2011 3. A. Borodo, Ekonomiczne uwarunkowania wykorzystania mediow społecznosciowych w handlu elektronicznym, Wydawnictwo Katedra Transportu i Hnaldu Morskiego Uniwersytet Gdanski, Sopot 2021
Supplementary literature	1. Poszewiecki A., Laskowski M. E-commerce market and perspectives for the reverse commerce. Rozdział w: Elektroniczne Czasopismo Naukowe (www.wspolczesnagospodarka.pl) Współczesna Gospodarka, numer 4/2016. Redakcja: prof. UG. dr hab. K. Dobrowolski. Uniwersytet Gdanski, ITIHM, ISSN 2082-667X, stron 17 2. Laskowski M., Społecznosciowe kanały Sprzedazy. Rozdział w: Systemy informatyczne w gospodarce. Praca pod red. dr K. Kreft. Fundacja Rozwoju Uniwersytetu Gdanskiego, ISBN 978-83-7531-240-9, Gdansk 2011, s. 69-90 3. Laskowski M., Marketing Strategies for Social networks. Rozdział w: The Challeenges of Global Economy, ed. O. Debicka, K. Dobrowolski, Wydawnictwo UG, ISBN 978 - 83 - 7865 - 173 - 4, Gdansk 2013, ss, 278
eResources addresses	

Example issues/ example questions/ tasks being completed	Email Marketing / TaskTask: Preparing Continuous Email MarketingObjective: Prepare and implement continuous email marketing for a selected company/product, using tools such as MailChimp, FreshMail, or other available free platforms.
Work placement	Not applicable

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