University of Gdańsk

Subject card

Subject name and code	Marketing on the Internet, PG_00199685		
Field of study	International Economic Relations		
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	3.0
Learning profile	academic	Assessment form	exam
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	dr Marcin Krzaczek	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	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	15.0	75

Subject objectives	The aim of the course is to familiarize students with the theoretical and practical aspects of Internet marketing.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGMU2_U02] can observe, evaluate and critically analyse the causes and course of processes and phenomena taking place in the open economy; can formulate his/her own opinions on the subject, interpret statistical data and economic indicators necessary in this respect, and also forecast economic processes and phenomena using advanced methods and tools applied in economic sciences	The student is able to create internet campaign projects related to Internet marketing based on observations and a critical analysis of occurring phenomena and processes and consults its progress with the teacher during consultations and project blocks.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market	The student possesses knowledge of Internet marketing, enabling them to identify and potentially solve Internet marketing problems encountered by business entities. If he has any doubts, he discusses them during consultations.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[MSGMU2_W05] has a deep knowledge of the world economy, principles of global market functioning and international financial relations as well as the process of their evolution; understands the causes, regularities and consequences of occurring changes	The student applies knowledge of Internet marketing to better understand the causes, patterns, and consequences of changes occurring in the virtual sphere (Internet marketing).	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[MSGMU2_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; assesses risks and threats and finds ways of counteracting their effects	The student thinks and acts entrepreneurially in the field of Internet marketing, demonstrating the ability to adapt actions to a dynamic environment.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work

Subject contents

1. traditional marketing vs. online marketing
2. marketing strategy on the internet
2. E-commerce & e-distribution
3. SEM/SEO/PPC
4. websites
5. social media platforms (e.g. Instagram, FB, LinkedIn)
6. storytelling
7. marketing automation

Prerequisites and co-requisites

marketing

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Attendance, activity and work during classes	51.0%	30.0%
Final project	51.0%	70.0%

Recommended reading

Basic literature	The latest edition of the Strategic Report published by IAB Polska The latest edition of the Digital [year]: Global Overview Report Selected subsections Marketing in the digital age D. Kaczorowska-Spychalska, B. Gregor [UG library iBUK libra e-resource access]. Nadchodzi era e-maklera, Marcin Krzaczek, Gazeta Bankowa, marzec 2010.
Supplementary literature	Biblia e-biznesu 3.0
eResources addresses	Basic https://raportstrategiczny.iab.org.pl/ - IAB Strategic Report

Example issues/ example questions/ tasks being completed

Projecting a website template for a selected company.

Creating a social media profile for a selected company.

Work placement

Not applicable

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