University of Gdańsk

Subject card

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| Subject name and code | Image Building in Social Media, PG_00199873 | | |
| Field of study | Economics | | |
| Date of commencement of studies | October 2026 | Academic year of realisation of subject | 2027/2028 |
| Education level | Bachelor's studies | Subject group | Obligatory subject group in the field of study<br>Optional subject group<br>Subject group related to scientific research in the field of study |
| Mode of study | part-time studies | Mode of delivery | at the university |
| Year of study | 2 | Language of instruction | Polish |
| Semester of study | 4 | ECTS credits | 1.0 |
| 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 | 10.0 | 0.0 | 0.0 | 0.0 | 10 |
| | 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 | 10 | 2.0 | 13.0 | 25 |

| Subject objectives | |
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| | Understanding the principles of social media operations on the Internet, methods of building communities, and standards for image creation across various social media channels. |

Learning outcomes

| Course outcome | Subject outcome | Method of verification |
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| [EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods | The student should demonstrate the ability to observe and analyze phenomena in their environment in order to select appropriate tools for communicating with it. | [SU5] implementation of a problem task<br>[SU8] observation of student's independent or team work |
| [EKONL3_W10] knows and understands concepts and principles of industrial property, intellectual property and copyright law | The student is able to complete a project assignment concerning social media while respecting copyright law and intellectual property, building their personal image in social media with the use of internet marketing tools, and consults its assumptions and progress with the course instructor during consultation hours and project blocks.<br><br>Project blocks are included in the course schedule, while the dates and locations of consultation hours are published on the University of Gdańsk website. | [SW1] oral statement/ conversation/discussion<br>[SW2] presentation/project/paper/ report<br>[SW5] implementation of a problem task |
| [EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer | The student is able to complete a project assignment related to building an image in social media, skillfully using their own work while observing the principles of business ethics, and consults its assumptions and progress with the course instructor during consultation hours and project blocks.<br><br>Project blocks are included in the course schedule, while the dates and locations of consultation hours are published on the University of Gdańsk website. | [SK2] presentation/project/paper/ report<br>[SK8] observation of student's independent or team work |
| [EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences | The student is able to identify the form of business activity in the electronic market and can identify factors that allow for its development. | [SW2] presentation/project/paper/ report<br>[SW5] implementation of a problem task |
| [EKONL3_W05] has a knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making | The student has basic knowledge about a person who creates their image on the internet and understands the motives behind human economic decision-making. | [SW1] oral statement/ conversation/discussion<br>[SW5] implementation of a problem task |
| [EKONL3_U12] can independently plan and implement own lifelong learning | The student utilizes and expands their acquired knowledge to resolve economic and social dilemmas related to social networks that arise in professional work. | [SU1] oral statement/conversation/ discussion<br>[SU8] observation of student's independent or team work |
| [EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life | The student eagerly engages in discussions on the issues being addressed and is willing to present solutions developed individually and in teams. | [SK1] oral statement/conversation/ discussion<br>[SK8] observation of student's independent or team work |
| [EKONL3_U14] is ble to set priorities, plan and organize the implementation of individual and team tasks, as well as monitor and evaluate progress in achieving set goals. | The student has the ability to prepare a social media communication strategy by planning and prioritizing tasks needed to achieve the goal. | [SU1] oral statement/conversation/ discussion<br>[SU2] presentation/project/paper/ report<br>[SU5] implementation of a problem task<br>[SU8] observation of student's independent or team work |

<table>
<tr><td>Subject contents</td><td>1. Social Media as an element of communication on the Internet - analysis of social networks in the daily construction of personal and corporate image. The number of social networks available on the Internet, the history of social media, and their development.<br>2. Tools for building an image on the Internet - types of tools, programs, and systems that are used to build communities around a personal brand image.<br>3. Advantages and disadvantages of social media.<br>4. How to effectively build your image on social media. 5. Case studies - meeting with a business practitioner.<br><br>To further develop the concepts discussed during the lectures, students may take advantage of consultation hours.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>• General knowledge of information technology and basics of internet marketing.<br>• Knowledge covering the scope of internet marketing elements and social media.<br>• Ability to infer and think logically.</td></tr>
<tr><td>Assessment methods and criteria</td><td><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Group work on the semester project (30 points). Engagement in project implementation (5 points), the substantive value of the project (20 points), and the way of presenting group ideas (5 points).</td><td>51.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td>Recommended reading</td><td><table><tr><td>Basic literature</td><td>1. B. Stawarz, Content Marketing Po Polsku, Jak przyciagnac klientow, Wydawnictwo Naukowe PWN SA, Warszawa2015, Wydanie I<br>2. W. Gogołek, Komunikacja sieciowa, Uwarunkowania, kategorie i paradoksy, Oficyna Wydawnicza ASPRA-JR, Wasza 2010,<br>3. M. Grebosz, D. Siuda, G. Szymanski, Social Media Marketing, Wydawnictwo Politechniki Łodzkiej, Łodz 2016,<br>4. G. Urban, Marketing wielkich mozliwosci, Wydawnictwo Helion, Gliwice 2014.</td></tr><tr><td>Supplementary literature</td><td>1. J. Krolewski, P. Sala, E-Marketing, Wspołczesne trendy. Pakiet startowy, Wydawnictwo Naukowe PWN SA, Warszawa 2016, Wydanie II,<br>2. A. Nowacka, R. Nowacki, Podstawy marketingu, Centrum Doradztwa i Informacji Difin Sp. z o.o., Warszawa 2004,<br>3. D. Kaznowski, Nowy marketing w internecie, Centrum Doradztwa i Informacji Difin Sp. z o.o., Warszawa 2007,<br>4. T. Reich, Jak dbac o wizerunek w mediach społecznosciowych, Wydawnictwo Słowa i Mysli Sp. z o.o., Lublin 2016, Wydanie I</td></tr><tr><td>eResources addresses</td><td></td></tr></table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td></td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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