University of Gdańsk

Subject card

Subject name and code	Social Media in Business, PG_00199910		
Field of study	Economics		
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	part-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	exam
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	12.0	10.0	0.0	8.0	0.0	30

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	30	0.0	70.0	100

Subject objectives

Understanding the principles of conducting business activities based on new electronic media, particularly social media.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_W07] has an advanced knowledge of the economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	The student knows methods and tools relevant to internet marketing, including data acquisition techniques and tools. The student is able to complete a project assignment concerning the planning of online activities and internet marketing for personal brands and enterprises, and consults its assumptions and progress with the course instructor during consultation hours and project blocks. Project blocks are included in the course schedule, while the dates and locations of consultation hours are published on the University of Gdańsk website.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	The student is able to complete a project assignment concerning the use of selected social media platforms as support for particular areas of business operations, such as sales, marketing, communication and image building, and consults its assumptions and progress with the course instructor during consultation hours and project blocks. Project blocks are included in the course schedule, while the dates and locations of consultation hours are published on the University of Gdańsk website.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	In terms of social competencies, the student acquires the ability to work in a team while developing joint projects and presentations.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written
[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	The student eagerly engages in discussions on the issues being addressed and willingly undertakes presenting solutions developed in a team.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student is able to analyze data from social media.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
[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	In terms of competencies, the student is able to identify problems and provide solutions related to conducting online business using social media.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written
[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 demonstrate the use of social media in the operational activities of enterprises.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion

Subject contents	

1. Evolution of Internet Marketing in Social and Economic Communication

- How internet marketing has evolved over time (from banners and email marketing, through SEO and SEM, to social media).
- The role of social media as a key channel for communication with customers and society.
- The impact of social media on consumer behavior and business relationships.

2. Strategic Thinking About Social Media

- Planning a companys presence on social media in line with business goals.
- Choosing the right platforms and communication forms.
- Building a long-term strategy and measuring the effectiveness of activities.

3. Sales on Social Media

- How social media influences the sales process (social selling).
- Tools and techniques for selling on social media (e.g., Facebook Shops, Instagram Shopping).
- Building customer relationships and engagement that translate into sales.

4. Using Marketing Automation Systems to Build Company Image

- What marketing automation is and how automation improves marketing activities.
- Personalizing messages and automating campaigns on social media.
- Examples of tools (e.g., HubSpot, Marketo) and their impact on consistent company image.

5. Attribution Models in Social Media

- What an attribution model is and why it is important for evaluating campaign effectiveness.
- Examples of attribution models (last-click, first-click, linear, time decay).
- How to properly measure the effects of activities across different social media channels.

6. Content Marketing in Social Media

- The importance of valuable and engaging content in building a brand.
- Types of content: posts, videos, infographics, stories, live streams.
- Planning a content calendar and tailoring content to the target audience.

7. Influencer Marketing in Building a Company Brand

- The role of influencers and opinion leaders in promoting products and services.
- Choosing the right influencers and building long-term cooperation.
- Advantages and challenges of influencer marketing.

8. Social Media Monitoring

- Monitoring tools (e.g., Brand24, SentiOne) and their applications.
- Analyzing customer opinions, trends, and brand mentions.
- Responding to crises and building a positive image.

9. Effective Customer Service on Social Media

- The importance of fast and professional communication with customers.
- Best practices for answering questions and solving problems.
- Using chatbots and automation in customer service.

10. Social Media Action Strategy

- Building a comprehensive plan for social media presence.
- Setting goals, target audience, and KPIs.
- Monitoring, optimizing, and evaluating activities.

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

Prerequisites and co-requisites

Knowledge covering the scope of internet marketing elements and social media. Ability to reason and think logically.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Group project	51.0%	35.0%
Active participation in classes	51.0%	10.0%
Oral exam. The student draws 3 out of 20 questions.	51.0%	55.0%

Recommended reading

Basic literature

1. J. Krolewski, P. Sala, E-Marketing, Wspołczesne trendy. Pakiet startowy, Wydawnictwo Naukowe PWN SA, Warszawa 2016, Wydanie II,
2. T. Reich, Jak dbac o wizerunek w mediach społecznosciowych, Wydawnictwo Słowa i Mysli Sp. z o.o., Lublin 2016, Wydanie I
3. B. Stawarz, Content Marketing Po Polsku, Jak przyciagnac klientow, Wydawnictwo Naukowe PWN SA, Warszawa2015, Wydanie I

	Supplementary literature	1. W. Gogołek, Komunikacja sieciowa, Uwarunkowania, kategorie i paradoksy, Oficyna Wydawnicza ASPRA-JR, Wasza 2010, 2. M. Grebosz, D. Siuda, G. Szymanski, Social Media Marketing, Wydawnictwo Politechniki Łodzkiej, Łodz 2016, 3. G. Urban, Marketing wielkich mozliwosci, Wydawnictwo Helion, Gliwice 2014 1. A. Borodo: Ekonomiczne uwarunkowania wykorzystania mediów społecznościowych w handlu elektronicznym, Wydawmistwo: Uniwersytet Gdański, Sopot**,** 2021
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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