University of Gdańsk

Subject card

Subject name and code	Applications of social media - competence workshop, PG_00176713						
Field of study	Sociology						
Date of commencement of studies	October 2027		Academic year of realisation of subject	2029/2030			
Education level	Bachelor's studies		Subject group	Obligatory subject group in the field of study Optional subject group			
Mode of study	full-time studies		Mode of delivery	at the university			
Year of study	3		Language of instruction	Polish			
Semester of study	5		ECTS credits	2.0			
Learning profile	academic		Assessment form	credit			
Conducting unit	Division of the Sociology of Everyday Life -> Institute of Sociology -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor	dr Magdalena Herzberg-Kurasz					
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	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	20.0	50	
Subject objectives	The purpose of the course is to provide basic knowledge of the current activities of social media, the socio-economic basis of their functioning, the cultural and political significance of social media activity.The primary goal is to provide students with elementary skills related to effective communication through social media.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[SOCL3_W10] The graduate knows and understands concepts and principles of industrial property protection and copyright law	The student knows and understands the concepts and principles of intellectual property protection and copyright law within the social media space	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task
[SOCL3_W08] The graduate knows and understands in an advanced way the character and directions of the most significant changes in the scope of social structures and institutions and their elements, he/she has knowledge about the causes, course and consequences of these changes on a micro- and macro-social scale and on a global scale	The student knows and understands to an advanced degree the nature and directions of the most important changes in the field of social media and its elements, has knowledge of the causes, course and consequences of these changes at the micro- and macro-social scale and on a global scale.	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task
[SOCL3_U05] The graduate is able to apply legal, professional and ethical norms and rules when solving a specific task in the field of sociology	Able to apply legal, professional and ethical norms and rules when solving a specific social media task	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
[SOCL3_U06] The graduate is able to use the acquired sociological knowledge to resolve dilemmas arising in professional work	Able to use acquired sociological knowledge to resolve dilemmas that arise in professional work related to digital marketing	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[SOCL3_U07] The graduate is able to analyse proposed solutions to a specific problem in sociology and decide on appropriate solutions	Can analyze proposed solutions to a specific digital strategy problem and decide on appropriate solutions.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[SOCL3_K03] The graduate is ready to participate in the preparation of social projects taking into account relevant legal, economic and political aspects	Is willing to participate in the preparation of social projects taking into account relevant legal, economic and political aspects in the social media space	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task [SK6] demonstration of practical skills
[SOCL3_K05] The graduate is ready to think and act in an entrepreneurial manner	Is prepared to think and act entrepreneurially in the social media space	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task [SK6] demonstration of practical skills

Subject contents

Introduction to social media marketingTrends in social mediaData analysis on the Internet Social media communication strategyDigital strategyDIgital marketingInfluencer marketingBuilding a personal brand on LinkedInData security, privacy and ownership in social mediaDigital hygiene

Prerequisites and co-requisites

Basic knowledge of the sociology of the new media, general knowledge of the principles of online safety

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Ongoing evaluation during workshops, implementation of action in social media space	51.0%	100.0%

Recommended reading	Basic literature	M. Dęsbki Young Digital. New Technologies. Relationships The report "YOUNG HEADS. Opening up about mental health" Mika Bartosz 2017 One click away from the sweatshop - labor relations around Google as an exemplification of trends in contemporary employment practices, Miscellanea Anthropologica et Sociologica, No. 18(4): 100-123M. Bigaj, Growing up by the screen. How to prepare children for life online?
	Supplementary literature	Web material
	eResources addresses	
Example issues/ example questions/ tasks being completed	stworzenie własnej strategii digital w ramach projektu	
Work placement	Not applicable	

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