

Subject card

Subject name and code	Social Media Marketing, PG_00155958						
Field of study	Management of Healthcare Institutions						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2026/2027	
Education level	Bachelor's studies		Subject group			Obligatory subject group 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			2.0	
Learning profile	practical		Assessment form			credit	
Conducting unit	Department of Marketing -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Liwia Delińska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		5.0		30.0	50
Subject objectives	The aim of the course is to familiarize students with key tools and strategies used in promoting health-related services and building brand image on social media. The course aims to develop skills in creating engaging content, analyzing data on campaign effectiveness, and managing user interactions. Students will understand how to leverage social media to expand reach, build online communities, and respond to changing trends and consumer preferences. They will also learn how to effectively conduct marketing activities for health-related entities while maintaining ethical standards and compliance with regulations in the healthcare sector.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZISZL3_U09] The student has the ability to formulate hypotheses and objectives and to solve a research problem using the literature on the subject and appropriately selected research methods.	The student can formulate objectives for a social media marketing campaign for healthcare institutions and evaluate its effectiveness based on data analysis and market research.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[ZISZL3_W03] The student knows and understands to an advanced degree the functions of management and the role of managers in their implementation, as well as ways to achieve the goals of health care units.	The student understands how social media marketing tools can support healthcare management in achieving organizational goals, particularly in promoting and building the institution's image.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZISZL3_U03] The student takes into account in the decision-making process its legal, ethical, social, environmental and economic consequences, while taking into account the specificity of the functioning of medical entities and taking into account the welfare of the patient.	The student can design social media marketing campaigns for healthcare institutions, taking into account legal regulations on data protection, ethical principles, and social and economic aspects, while prioritizing patient welfare.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[ZISZL3_W09] The student has knowledge of health care units, determinants shaping the effectiveness of their activities, taking into account regional and international aspects.	The student possesses knowledge of using social media to promote healthcare institutions in regional and international markets, considering the specific characteristics of these markets.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZISZL3_K01] The student is able to critically analyse the received content with particular emphasis on social and economic sciences.	The student can critically analyze social media marketing content, considering its impact on society and the economic aspects of healthcare institutions.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[ZISZL3_K04] The student is able to supplement and expand the acquired knowledge and skills, strives to interdisciplinarily combine knowledge from different fields and disciplines of science.	The student knows the latest tools and trends in social media marketing and can integrate knowledge from marketing, management, and healthcare to effectively promote health services.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZISZL3_K02] The student applies an analytical approach to problem solving, is able to independently search for solutions, as well as use expert opinions.	The student can analyze problems related to social media marketing and independently seek creative solutions, while also utilizing the expertise and opinions of industry specialists.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
Subject contents	- Digital transformation and its significance for marketing - Division of social media, their functioning, and users - Building brand image on social media - Preparing a marketing strategy for social media - Creating materials and content on social media platforms using current tools - Influencer marketing, content marketing, real-time marketing, storytelling - Budget, publishing schedule, and measuring the effectiveness of social media activities		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test or final presentation	51.0%	100.0%
Recommended reading	Basic literature	G. Mazurek (red.), <i>E-Marketing. Planowanie, narzędzia, praktyka</i>, Poltext, Warszawa 2022 - Ph. Kotler, H. Kartajaya, I. Setiawan, <i>Marketing 5.0. Technologie Next Tech</i>, MT Biznes, Warszawa 2021 N. Oruba, <i>Strategia komunikacji w social mediach</i>, OnePress, Gliwice 2022	

	Supplementary literature	1. B. Stawarz-Garcia, <i>Content marketing i social media: jak przyciągnąć klientów</i>, PWN, Warszawa 2017 2. P. Bucki, <i>Viral. Jak zarażać ideami i tworzyć wirusowe treści</i>, PWN, Warszawa 2019 3. P. Tkaczyk, <i>Narratologia</i>, Wydawnictwo Naukowe PWN, Warszawa 2017 4. D.M. Scott, <i>Nowe zasady marketingu i PR. Jak poprzez social media, podcasty, content marketing, newsjacking oraz sztuczną inteligencję dotrzeć bezpośrednio do kupujących</i>, MT Biznes, Warszawa 2022
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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