

Subject card

Subject name and code	The Use of Internet Tools in Business and Marketing, PG_00177602						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
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	6		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
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						
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		0.0	30
Subject objectives	After completing the course, the student should know the basic elements of e-marketing and e-business, choose appropriate tools for a given situation and be able to assess the effectiveness of e-marketing and e-business activities.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	is able to cooperate and work in a group managing an e-enterprise (including in an international environment), assuming various roles	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[MSGL3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	has advanced knowledge of managing an online business entity on the international market, knows and understands the e-marketing strategies and tools used in this management.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSGL3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	is ready to think and act in an entrepreneurial way thanks to the skillful use of e-marketing tools; adapts to new situations and conditions, takes up the challenge of creative thinking, is resistant to failure, is able to identify threats and assess the risk of their occurrence.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written [SK5] implementation of a problem task
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	knows the types of relationships in the e-economy and society and the rules that govern them	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSGL3_U08] uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	uses basic methods and computer programs as well as internet marketing techniques and tools to obtain and analyze data necessary in professional work in order to diagnose economic processes and make appropriate economic decisions	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[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	is aware of the level of his/her knowledge in the area of e-business, understands the need to deepen and update this knowledge throughout their life	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written [SK5] implementation of a problem task
	[MSGL3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	knows and understands the types of economic ties and the regularities governing them, including the principles of functioning of the electronic market and the market mechanism, both in the domestic and international aspect.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
Subject contents	1. Online marketing vs. traditional marketing 2. The most important elements of e-marketing 3. Websites 4. E-commerce and e-distribution 5. Social media marketing 6. Google - SEM, SEO, AdWords, Analytics 7. Online advertising 8. Affiliate marketing, retargeting, content marketing, RTM 9. Email marketing		
Prerequisites and co-requisites	Knowledge of elements of marketing communication. Knowledge of the English language.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Attendance, activity and work during classes	51.0%	35.0%
	Semestral project	51.0%	40.0%
	Test	51.0%	25.0%

Recommended reading	Basic literature	Content Marketing : dotrzyj, zainteresuj, zatrzymaj - sztuka pozyskiwania klientów za pomocą treści, Tomasz Stopka, Poltex, Warsaw 2017; Homo irretitus: w sieci serwisów społecznościowych, reklamy i marketingu społecznego, praca zbiorowa pod redakcją Katarzyny Walotek-Ściańskiej i Michała Szyszki, Wyższa Szkoła Humanitas, Sosnowiec 2014; Google Analytics dla marketingowców, Martyna Zastrożna, Helion, Gliwice 2014.
	Supplementary literature	Nadchodzi era e-maklera, Marcin Krzaczek, Gazeta Bankowa, March 2010.
	eResources addresses	Basic https://www.iab.org.pl/aktualnosci/raport-strategiczny-internet-2023-2024-iab-polska-juz-dostepny/ - Internet 23/24 IAB Strategic Report
Example issues/ example questions/ tasks being completed	Creating a website template for a selected company. Creating a social media profile for a selected company.	
Work placement	Not applicable	

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