

Subject card

Subject name and code	Digital Marketing Tools, PG_00178441						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		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	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		7.0		
Learning profile	academic		Assessment form		exam		
Conducting unit							
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	16.0	16.0	8.0	0.0	0.0	40
	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	40		2.0		133.0	175
Subject objectives	The aim of the course is to acquire knowledge and skills and to familiarize students with the operation of modern digital marketing tools - particularly in search engine marketing, creating functional websites, and working with social media. Students should master the ability to use the appropriate digital tools tailored to achieving the objectives of marketing strategies.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[ZARZL3_W03] The student has advanced knowledge and understanding of the nature and dynamics of the organization's relationship with stakeholders, the phenomena, processes, and interrelationships occurring in the organization's environment, and their impact on its functioning.		The student describes how digital marketing tools impact the organization's relationships with stakeholders and identifies the interdependencies between the digital environment and the company's operations.		[SW4] test/exam - oral or written		
	[ZARZL3_U12] The student can utilize IT tools to enhance management-related professional tasks.		The student is able to utilize modern technologies and IT tools in digital marketing to support the implementation of marketing strategies and the management of communication and market relationships.		[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work		
	[ZARZL3_U02] The student can identify problems related to the organization's functioning, its processes, and its relations with the environment and propose adequate solutions.		The student identifies the problems and challenges associated with using digital marketing tools in an enterprise and proposes appropriate solutions leveraging these tools.		[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work		
	[ZARZL3_U07] The student can prepare written papers, presentations, and oral speeches on management issues.		The student prepares written papers, presentations, and oral reports on the application of marketing tools in the context of business management.		[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work		

Subject contents	1. Consumer in the digital space and the essence of technological solutions in marketing 2. Search engine marketing 3. Digital advertising 4. Basics of website and online store creation 5. Mobile marketing and email marketing 6. Classification of social media, their operation, and users 7. Developing a social media marketing strategy 8. Content creation on social platforms using current tools 9. Media monitoring, sentiment analysis, and social listening 10. Introduction to data visualization in marketing		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	assginements	51.0%	40.0%
	project work with final presentation	0.0%	60.0%
Recommended reading	Basic literature	1. G. Mazurek (red.), E-Marketing. Planowanie, narzędzia, praktyka, Poltext, Warszawa 2022. 2. K. Marzec, T. Trzósło, Marketing internetowy w Google. Pozycjonowanie, Ads & Analytics dla biznesu, e-commerce, marketerów, OnePress, Gliwice 2022. 3. G. Mazurek, Transformacja cyfrowa perspektywa marketingu, Wydawnictwo Naukowe PWN, Warszawa 2021	
	Supplementary literature	1. Ph. Kotler, H. Kartajaya, I. Setiawan, Marketing 5.0. Technologie Next Tech, MT Biznes, Warszawa 2021. 2. C.N. Knafliec, Storytelling danych. Poradnik wizualizacji danych dla profesjonalistów. OnePress, Gliwice 2021 3. M.A. Russell, M. Klassen, Data Mining. Eksploracja danych w sieciach społecznościowych, Helion, Gliwice 2019. 4. G. Błażewicz, Marketing Automation. W kierunku sztucznej inteligencji i hiperpersonalizacji, Wydawnictwo Naukowe PWN, Warszawa 2021. 5. Materials prepared by the lecturers.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	1. Prepare a website. 2. Prepare a newsletter.	
Work placement	Not applicable		

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