



## Subject card

Subject name and code	E-marketing and trend analysis, PG_00045374						
Field of study	Data Engineering						
Date of commencement of studies	October 2020	Academic year of realisation of subject			2022/2023		
Education level	first-cycle studies	Subject group			Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			English		
Semester of study	6	ECTS credits			5.0		
Learning profile	general academic profile	Assessment form			exam		
Conducting unit	Department of Marketing -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. inż. Magdalena Brzozowska-Woś				
	Teachers		dr hab. inż. Magdalena Brzozowska-Woś				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	30.0	0.0	0.0	60
	E-learning hours included: 0.0						
E-marketing and trend analysis - 2023 - Moodle ID: 28680 <a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=28680">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=28680</a>							
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	60		4.0		61.0	125
Subject objectives	Study the knowledge of e-marketing, development of skills in marketing management, in particular the formulation of marketing strategy and planning marketing programs.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W11] has knowledge of the role of man in social structures and the impact of their decisions on economic situation of business entities		The student has e-marketing knowledge. Characterizes management of e-marketing in organization.		[SW1] Assessment of factual knowledge [SW3] Assessment of knowledge contained in written work and projects		
	[K6_U09] can identify and analyse reasons for and the course of particular economic processes and phenomena, and provide their critical analysis.		Plan marketing activity, a website's structure, its offer and devise stages of the internet communication campaign		[SU2] Assessment of ability to analyse information [SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools		
	[K6_K01] is aware of quickly changing trends and the resulting need for further education and self-improvement in the area of the performed profession of an engineer with IT and economic-financial skills.		Accepts the necessity of constant knowledge improvement and perfection of skilful usage of new tools		[SK4] Assessment of communication skills, including language correctness [SK5] Assessment of ability to solve problems that arise in practice [SK1] Assessment of group work skills		

Subject contents	<p>LECTURES</p> <p>Introduction to electronic marketing and marketing-mix evolution. Digital models and competitive advantage. Digital marketing programmes and marketing plan. Buying, Having, Being. Personality, psychographics, and self. Customer perception, learning and memory. Customer motivation, values and involvement. Customers and their behaviours. Attitudes, their change and interactive communication. Social media marketing. Customers experiences. Building traffic on the Internet. Integrated contact strategies with customers. Digital marketing trends we cant ignore.</p> <p>LABORATORY</p> <p>Choosing an e-shop and its offer. Cognitive Walkthrough - analysis. Model of hit the bulls eye. Conducting marketing research evaluating the shop and mobile application. PESTLE analysis. Competition analysis. Defining the mission, vision and goals of the selected store. Specifying the groups of recipients and actions they take on the website. Creating buyer persona. Development of the website and application scheme. TOWS/SWOT analysis. Determining a sites strategy. Business model Canvas.</p>											
Prerequisites and co-requisites	Marketing, Marketing research											
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="459 685 794 712">Subject passing criteria</th> <th data-bbox="802 685 1137 712">Passing threshold</th> <th data-bbox="1145 685 1481 712">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="459 714 794 741">Final Written Exam (test)</td> <td data-bbox="802 714 1137 741">60.0%</td> <td data-bbox="1145 714 1481 741">55.0%</td> </tr> <tr> <td data-bbox="459 743 794 770">Project</td> <td data-bbox="802 743 1137 770">60.0%</td> <td data-bbox="1145 743 1481 770">45.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Final Written Exam (test)	60.0%	55.0%	Project	60.0%	45.0%
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Final Written Exam (test)	60.0%	55.0%										
Project	60.0%	45.0%										
Recommended reading	Basic literature	<ul style="list-style-type: none"> <li>• Strauss J. &amp; Frost R. (2014). E-marketing. 7th International Edition. Pearson Education.</li> <li>• Solomon M. R. (2010). Consumer behaviour: A European perspective. Pearson Education.</li> </ul>										
	Supplementary literature	<ul style="list-style-type: none"> <li>• Evans D. (2010). Social Media Marketing. Wiley Publishing Inc.</li> <li>• Stokes R. (2013). E-marketing. 5th edition. Quirk Education Pty (Ltd).</li> </ul>										
	eResources addresses											
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> <li>• Explain the importance of e-marketing in a modern company.</li> <li>• Formulate an integrated and comprehensive e-marketing plan.</li> <li>• Explain and illustrate the use of search engine marketing.</li> <li>• Explain importance of prosumers in marketing activities of the organization.</li> </ul>											
Work placement	Not applicable											