



Subject card

Subject name and code	E-marketing and trend analysis, PG_00045374						
Field of study	Data Engineering						
Date of commencement of studies	October 2021	Academic year of realisation of subject			2023/2024		
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						
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_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_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_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>Determining the type of website and its offer. Conducting marketing research evaluating the new website and application. Defining the mission, vision and goals of the website. Specifying the groups of recipients and actions they will take on the website. Competition analysis. Supplier analysis. Business model Canvas. TOWS / SWOT analysis. Determining your sites strategy. Development of the website and application scheme. Developing a sitemap. Development of a marketing strategy concept - SOSTAC</p>		
Prerequisites and co-requisites	Marketing, Marketing research		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	60.0%	45.0%
	Final Written Exam (test)	60.0%	55.0%
Recommended reading	Basic literature	<ul style="list-style-type: none"> • Strauss J. & Frost R. (2014). E-marketing. 7th International Edition. Pearson Education. • Solomon M. R. (2010). Consumer behaviour: A European perspective. Pearson Education. 	
	Supplementary literature	<ul style="list-style-type: none"> • Evans D. (2010). Social Media Marketing. Wiley Publishing Inc. • Stokes R. (2013). E-marketing. 5th edition. Quirk Education Pty (Ltd). 	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> • Explain the importance of e-marketing in a modern company. • Formulate an integrated and comprehensive e-marketing plan. • Explain and illustrate the use of search engine marketing. • Explain importance of prosumers in marketing activities of the organization. 		
Work placement	Not applicable		