



Subject card

Subject name and code	E-marketing and trend analysis, PG_00045374						
Field of study	Data Engineering						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2025/2026		
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			e-learning		
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 -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr Bruno Schivinski					
	Teachers	dr Bruno Schivinski dr hab. inż. Magdalena Brzozowska-Woś					
Lesson types	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: 60.0						
	eNauczanie source address: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=47443 Moodle ID: 47443 E-marketing and trend analysis 2026 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=47443						
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	To prepare students for independently planning and implementing marketing activities based on knowledge of marketing principles, environmental analysis, and customer behaviour, as well as to foster attitudes related to creativity and social responsibility in the context of real market problems and business operations.						
Learning outcomes	Course outcome	Subject outcome		Method of verification			
	[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.	Is ready to continuously update their knowledge of changing digital marketing trends, particularly through teamwork, self-assessment, and reflection on the dynamic changes in the digital environment.		[SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice [SK4] Assessment of communication skills, including language correctness			
	[K6_W11] has knowledge of the role of man in social structures and the impact of their decisions on economic situation of business entities	Knows and understands the principles of e-marketing and digital communication in the context of building a marketing strategy and analyzing consumer behavior in the online environment.		[SW3] Assessment of knowledge contained in written work and projects [SW1] Assessment of factual knowledge			
	[K6_U09] can identify and analyse reasons for and the course of particular economic processes and phenomena, and provide their critical analysis.	Is able to plan and implement e-marketing activities using analytical tools, campaign planning models (e.g., SOSTAC), and methods for evaluating the effectiveness of digital communication.		[SU4] Assessment of ability to use methods and tools [SU3] Assessment of ability to use knowledge gained from the subject [SU2] Assessment of ability to analyse information			

Subject contents	<p>Course content – lecture</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>Course content – 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
	Final Written Exam		60.0%
	Project		40.0%
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. 		
Practical activities within the subject	Not applicable		

Document generated electronically. Does not require a seal or signature.