



Subject card

Subject name and code	DIGITAL MARKETING, PG_00071734						
Field of study	Management						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2027/2028	
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	2		Language of instruction			English	
Semester of study	4		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 Natalia Przybylska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	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		3.0		62.0	125
Subject objectives	Preparation of students to plan and evaluate basic marketing activities in the digital environment, based on knowledge of digital marketing strategy, online user behaviour, digital communication channels, content marketing, online advertising and marketing analytics, as well as developing attitudes related to creativity, responsibility and ethical use of data in the context of supporting organizational goals in the digital environment.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[K6_U02] communicates effectively with others by preparing presentations that use terminology specific to the field of management, and by evaluating diverse opinions during discussions and debates.		Is able to prepare and present an analysis of a selected organization's digital marketing strategy, using terminology related to online channels, digital content, online campaigns and analytics, and to evaluate different opinions in discussion.			[SU5] Assessment of ability to present the results of task [SU1] Assessment of task fulfilment	
	[K6_W03] knows reliable sources of information and utilizes advanced knowledge to explain contemporary management issues.		Knows and understands concepts, reliable sources of information and basic digital marketing tools used to explain issues related to communication, promotion and building customer relationships in the online environment.			[SW1] Assessment of factual knowledge	
	[K6_K01] is ready to fulfill professional roles responsibly, taking legal, ethical, and cultural aspects into account in decision-making processes.		Is ready to make responsible decisions regarding digital marketing activities, taking into account legal, ethical and cultural issues related to online communication, data use and customer relationships.			[SK5] Assessment of ability to solve problems that arise in practice [SK1] Assessment of group work skills	

Subject contents	<p>Course content – lecture</p> <ul style="list-style-type: none"> • Introduction to digital marketing and its role in business strategy. • Online user behaviour and stages of the digital customer journey. • Audience segmentation, marketing personas and basics of communication personalization. • Digital communication channels and their use in building customer relationships. • Content marketing and digital content management. • Search engine marketing: organic and paid visibility. • Social media marketing and managing a brands online presence. • Online advertising, basic advertising formats and campaign pricing models. • E-mail marketing, communication automation and activities supporting customer retention. • Marketing analytics, performance indicators and basics of digital campaign evaluation. • Use of data and technologies, including AI tools, in planning marketing activities. • Legal, ethical and cultural aspects of digital marketing. <hr/> <p>Course content – exercises</p> <ul style="list-style-type: none"> • Analysis of the digital presence of a selected organization and its competitive environment. • Development of a marketing persona and a basic digital customer journey. • Selection of digital marketing objectives and basic performance indicators. • Analysis of digital communication channels and their fit with the target audience. • Preparation of a digital content concept for a selected brand or organization. • Development of basic assumptions for social media activities. • Analysis of the organizations visibility in search engines and selection of sample keywords. • Preparation of an online campaign concept, including the objective, audience, channels, content and evaluation indicators. • Evaluation of selected examples of digital campaigns in terms of effectiveness, communication consistency and ethical aspects. • Presentation and discussion of team work results concerning a basic digital marketing action plan for a selected organization. 											
Prerequisites and co-requisites	Marketing											
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 981 794 1010">Subject passing criteria</th> <th data-bbox="799 981 1137 1010">Passing threshold</th> <th data-bbox="1142 981 1469 1010">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 1016 794 1046">Team project</td> <td data-bbox="799 1016 1137 1046">60.0%</td> <td data-bbox="1142 1016 1469 1046">49.0%</td> </tr> <tr> <td data-bbox="456 1052 794 1081">Written exam</td> <td data-bbox="799 1052 1137 1081">60.0%</td> <td data-bbox="1142 1052 1469 1081">51.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Team project	60.0%	49.0%	Written exam	60.0%	51.0%
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Team project	60.0%	49.0%										
Written exam	60.0%	51.0%										
Recommended reading	Basic literature	<p>Zahay, D. (2020). <i>Digital marketing management: A handbook for the current (or future) CEO</i>. business expert press.</p> <p>Jarboe, G., Bailey, M., & Stebbins, M. (2023). <i>Digital Marketing Fundamentals: OMCP's Official Guide to OMCA Certification</i>. John Wiley & Sons.</p> <p>Niininen, Outi. <i>Contemporary issues in digital marketing</i>. Taylor & Francis, 2022.</p>										
	Supplementary literature	<p>McGruer, D. (2020). <i>Dynamic digital marketing: achieve your digital marketing goals and maximise your profits to grow your business</i>. Wiley.</p> <p>Przybylska, N., & Minga, Z. (2024). Essential competencies in digital marketing: Empirical exploration. <i>Research on Enterprise in Modern Economy</i>, 2(39), 5-27.</p>										
	eResources addresses											
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> • Discuss the stages of the digital customer journey and indicate examples of marketing activities at each stage. • Analyze the digital presence of a selected organization and propose areas for improvement. • Develop a concept for a basic digital campaign, including the objective, target audience, communication channels, content and effectiveness indicators. 											
Practical activities within the subject	Not applicable											

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