



DESCRIPTION OF THE OBJECT

FIELD OF STUDY	Management
SPECIALISATION	Trade and services
MODE OF STUDY	Full-time studies / Part-time studies
SEMESTER	6

Name of the subject	E-marketing
Hourly dimension of particular forms of classes	Full-time studies – 30 Part-time studies - 18
– lectures	Full-time studies – 10; Part-time studies - 8
– other forms	Full-time studies – 20; Part-time studies - 10

Learning objectives:	<ul style="list-style-type: none">– providing practical, up-to-date and comprehensive knowledge about using the Internet in marketing and sales activities of a tourism enterprise– developing skills of formulating Internet marketing strategies in a tourism enterprise.
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Number	Learning outcomes, a student who has successfully completed the course will be able to:	Reference of learning outcomes for the programme	The reference to the learning outcomes for the area
EK_W01	explain the role of the Internet in the modern economy and present a map of the Polish Internet / Polish websites	K_W06	P6S_WG
EK_W02	explain concepts and issues related to	K_W11	P6S_WK
EK_U03	e-business and online marketing	K_U03	P6S_UW
EK_U04	formulate strategies for online marketing activities	K_U14	P6S_UO
EK_K05	use the Internet and its tools in marketing and sales activities	K_K08	P6S_KO

Content number	Educational/ curricular content	Reference to learning outcomes for the subject
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	Lectures/Exercises	
T_01	Internet; history of the Internet; map of Polish Internet; Megapanel; marketing in modern economy; Internet as a marketing medium; e-business; e-business models, Polish Internet economy; Internet usage in Poland.	EK_W01
T_02	A project to develop your own online business idea.	EK_W01
T_03	Website; elements and functions of a company website; usability and functionality of websites; domains and hosting; CMS; principles of content editing on a website;.	EK_W02 EK_U03 EK_U04 EK_K05
T_04	Advertising on the Internet; types of advertising on the Internet; graphic (display) advertising; terminology related to online advertising; models for buying advertising on the Internet; formats for graphic advertising; measuring the effectiveness of graphic advertising; landing page; targeting.	EK_W02 EK_U03 EK_U04 EK_K05
T_05	Permission marketing; E-mail marketing; principles of communicating with customers; Newsletter and its construction; building a newsletter subscriber base; SPAM; GIDDO; Personal Data Protection Resolution; Resolution on the provision of electronic services; software for e-mail marketing campaigns.	EK_W02 EK_U03 EK_U04 EK_K05
T_06	Search engine marketing; Google - tools and services; Youtube.co.uk.	EK_W02 EK_U03 EK_U04 EK_K05
T_07	The functioning of the Google.pl search engine; keywords; SEM - Search Engine Marketing; SEO - Search Engine Optimisation; Sponsored links in Google; On-page optimisation; Off-page optimisation; Black Hat SEO vs. White Hat SEO.	EK_W02 EK_U03 EK_U04 EK_K05
T_08	Sponsored links campaigns - Google Adwords.	EK_W02 EK_U03 EK_U04 EK_K05
T_09	Social media - the social mediasphere: principles, tools: blogs, micro-communication, social networks, videos, mobile tools, wiki-type sources; strategy; execution.	EK_W02 EK_U03 EK_U04 EK_K05
T_10	Portale społecznościowe: Facebook, Twitter, Google+, Nk, LinkedIn, Goldenline.	EK_W02 EK_U03 EK_U04 EK_K05
T_11	Unconventional forms of Internet marketing: guerrilla marketing, viral marketing, buzz marketing on the Internet; gamification; affiliate marketing - affiliate marketing.	EK_W02 EK_U03 EK_U04 EK_K05
T_12	Web analytics; measuring the effectiveness of online marketing activities; Google Analytics.	EK_W02 EK_U03 EK_U04 EK_K05
T_13	A project involving the development of an e-marketing strategy based on a selected example.	EK_W02 EK_U03 EK_U04 EK_K05

Methods and forms of teaching	Educational and curricular content
Lecture with multimedia presentation of selected issues	

Conversation lecture	T_03, T_06, T_09 – T_10
Problem-based lecture	T_04, T_12
Informative lecture	T_01, T_05, T_11
Discussion	
Working with text	
Case study method	
Problem-based learning	
Didactic/simulation game	
Exercise method	
Workshop method	T_07, T_08
Project method	T_02, T_13
Multimedia presentation	
Audio and/or video demonstrations	
Activation methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, „snowball” method, constructing „mind maps”)	
Other (which ones?) - ...	
...	

Evaluation criteria in relation to particular learning outcomes				
Learning outcome	For assessment 2	For assessment 3	For assessment 4	For assessment 5
EK_W01	The student is unable to explain the role of the Internet in the modern economy and to present a map of the Polish Internet.	Students will be able to explain the role of the Internet in the modern economy.	The student will not only be able to explain the role of the Internet in the modern economy but also to present a map of the Polish Internet.	Students will not only be able to explain the role of the Internet in the modern economy and present a map of the Polish Internet, but also describe the legal and social aspects of Internet use.
EK_W02	The student does not know how to define terms and issues related to e-business and Internet marketing.	The student is able to define terms and issues related to e-business and Internet marketing.	The student is not only able to define concepts and issues related to e-business and Internet marketing, but also to describe them to a basic degree.	The student is not only able to define concepts and issues related to e-business and Internet marketing, but also to describe them fully.
EK_U03	The student is not able to formulate strategies for Internet marketing activities.	The student is able to formulate a strategy for internet marketing activities.	The student is not only able to formulate a strategy for internet marketing activities, but also to evaluate its individual elements.	The student will not only be able to formulate a strategy for online marketing activities and evaluate its individual components, but also coordinate its implementation.
EK_U04	The student is not able to use the Internet and its tools in marketing and sales activities of the company.	The student is not able to use the Internet and its tools in marketing and sales activities of the company.	Students will not only be able to use the Internet and its tools in marketing and sales activities of a company, but also verify their effectiveness.	Students will not only be able to use the Internet and its tools in marketing and sales activities of a company and verify their effectiveness, but also to optimise their use.
EK_K05	The student is unaware of the possibilities of using the Internet in marketing and sales activities of the company and incapable of undertaking online marketing activities.	The student is to a basic extent aware of the possibility of using the Internet in marketing and sales activities of the company and is able to undertake online marketing activities.	The student is duly aware of the possibilities of using the Internet in marketing and sales activities of the company and is able to undertake	The student is fully aware of the possibilities of using the Internet in marketing and sales activities of the company and is able to undertake online marketing activities.

		online marketing activities.	
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Verification of learning outcomes	Symbole EK symbols for the module/subject				
	W01	W02	U03	U04	K05
Written examination					
Oral examination					
Written credit	X	X	X	X	X
Oral credit					
Written colloquium	X	X	X	X	X
Oral colloquium					
Test					
Project					
Written work					
Report					
Multimedia presentation					
Work during exercise	X	X	X	X	X
Other (which?) -					

Hourly teaching load and student workload	Full-time studies	Part-time studies
1. Lectures (joint participation of academics and students)	10	8
2. Other forms (joint participation of academic staff and students)	20	10
3. Consultation with the teacher	-	-
Total 1+2+3	30	18
4. Internships (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/exam)	20	32
Total 4+5	20	32
SUMMARY 1+2+3+4+5	50	50
Total ECTS credits according to the study plan	2	

Reference literature	<ol style="list-style-type: none"> 1. Halligan B., Shah D., Inbound Marketing. Daj się poznać w Google, serwisach społecznościowych i na blogu, Helion 2010. 2. Joel M., Sześć pikseli oddalenia. Zarabiaj dzięki sieci Web 2.0, Helion 2010. 3. Mac A., E-przyjaciele. Zobacz, co media społecznościowe mogą zrobić dla Twojej firmy, Helion 2009.
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	<ol style="list-style-type: none"> 4. IAB Polska, http://www.iabpolska.pl/, http://www.iabpolska.pl/index.php?mnu=80 5. Interaktywnie.com, http://interaktywnie.com/ , http://interaktywnie.com/biznes/artykuly/raporty-interaktywnie-com 6. Internetstandard.pl, http://www.internetstandard.pl/ , http://www.internetstandard.pl/raporty i badania 7. ittechnology.us, http://www.ittechnology.us/ 8. Facebook http://www.youtube.com 9. Google, http://www.google.pl/ , http://www.google.pl/intl/pl/about/ , http://www.google.pl/services/, 10. Google Adwords, http://support.google.com/adwords 11. Google Analytics, http://www.google.com/analytics/ 12. Home.pl, http://www.home.pl/ 13. Megapanel, http://panel.pbi.org.pl/megapanel.php 14. Polska Internetowa – jak Internet dokonuje transformacji polskiej gospodarki?”, http://www.bcg.com.pl/documents/file78280.pdf 15. Reklama.Onet.pl, http://reklama.onet.pl/ 16. TechCrunch, http://techcrunch.com/ 17. Twitter, https://twitter.com/ 18. Youtube, http://www.youtube.com
<p>Complementary literature</p>	<ol style="list-style-type: none"> 1. Bailyn E., Bailyn B., Przechytrzyć Google. Odkryj skuteczną strategię SEO i zdobądź szczyty wyszukiwarek, Helion 2012. 2. Brogan C., Smith J., Zaufanie 2.0. Jak wywierać wpływ, zdobyć lojalność klientów i kreować markę, Helion 2011. 3. Evans L., Social Media Marketing. Odkryj potencjał Facebooka, Twittera i innych portali społecznościowych, Helion 2011. 4. Dover D., Dafforn E., Sekrety SEO. Tajna wiedza ekspertów, Helion 2012. 5. Gąsiewski M., Modrzewski P., Reklama w Google. Dla małych i średnich firm, Poltext 2012. 6. Mullen J., Daniels D., Godzina dziennie z e-mail marketingiem, Helion 2010. 7. Sala P., Świeże podejście do e-mail marketingu, Paweł Sala 2012. 8. Shih C., Era Facebooka. Wykorzystaj sieci społecznościowe do promocji, sprzedaży i komunikacji z Twoimi klientami. Wydanie II, Helion 2012. 9. Sprawnymarketing.pl, http://sprawnymarketing.pl/ 10. Cezzy.pl, http://www.cezzy.pl/ 11. Marketinglab.pl, http://www.marketinglab.pl/