STUDY MODULE DESCRIPTION FORM

Name of the module/subject **Internet and mobile marketing**		Code **1011105211011148338**

Field of study **Engineering Management - Part-time studies -**	Profile of study (general academic, practical) **(brak)**	Year /Semester **1 / 1**

Elective path/specialty **Communication Management in**	Subject offered in: **Polish**	Course (compulsory, elective) **elective**

Cycle of study: **Second-cycle studies**	Form of study (full-time,part-time) **part-time**

No. of hours Lecture: **12** Classes: **-** Laboratory: **-** Project/seminars: **-**	No. of credits **2**

Status of the course in the study program (Basic, major, other) **(brak)**	(university-wide, from another field) **(brak)**

Education areas and fields of science and art **social sciences**	ECTS distribution (number and %) **2 100%**

Responsible for subject / lecturer:	**Responsible for subject / lecturer:**
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Prerequisites in terms of knowledge, skills and social competencies:

1	**Knowledge**	The basic knowledge of marketing, management and information technology.
2	**Skills**	The student is able to interpret and describe: phenomena that affect the business, marketing processes in the company. Also is able to assess the possibilities of achievement the objectives while maintaining good relations with partners and colleagues.
3	**Social competencies**	The student is aware of his/her knowledge of marketing and the science of organization and management, also understand and analyze the main social phenomena associated with them.

Assumptions and objectives of the course:

Mastery of knowledge and skills in the field of Internet and mobile marketing.

Study outcomes and reference to the educational results for a field of study

Knowledge:

1. The student knows in depth the methods and tools modeling of information processes. - [K2A_W08]

2. The student knows the methods and tools of modeling decision-making processes. - [K2A_W09]

3. The student knows in depth the methods of data collection about the participants behaviour of foreign market. - [K2A_W011]

4. The student has in-depth knowledge of the change processes of the organizational structures and management of these changes. - [K2A_W015]

Skills:

1. The student know how to use the theoretical knowledge to describe and analyse of the causes and processes and phenomena of social (cultural, political, legal, economic) and is able to formulate their own opinions, and choose the critical data and methods of analysis. - [K2A_U02]

2. The student is able to analyze properly the causes and course of the processes and phenomena of social (cultural, politycal, legal, economic), to formulate their own opinions on this subject and put the simple hypothesis as well verify them. - [K2A_U03]

3. The student has the ability to use their knowledge in the various field and forms, extended to a critical analysis of the effectiveness and suitability of applied knowledge. - [K2A_U06]

Social competencies:

1. The student is aware of the validity of the behaviour in a professional way, respect the rules of professional ethics and respect for the diversity of views and cultures. - [K2A_K04]

2. The student is aware of the interdisciplinary knowledge and skills needed to solve complex problems of the organization and the need of create interdisciplinary teams. - [K2A_K06]

Assessment methods of study outcomes

Forming credit:

a) exercise: on the basis of the current progress of the tasks;

b) lectures: on the basis of answers to questions related to the material discussed during previous classes.

Summary credit:

a) exercise on the basis of: (1) systematically delivered exercises, (2) discussions held on the tasks completed exercises, (3) the form and quality of prepared materials;

b) lectures: (1) a written test with multiple-choice answers, of which at least one answer is correct, each question is scored on a scale from 0 to 1; the credit of the lectures is obtained after at least 55% of the points; (2) discussion of the results of assessment.

Course description

- The nature and importance of Internet marketing and mobile technologies

- The producy and its structure in Internet and mobile marketing

- Impact of mobile technology and the Internet for product pricing

- Sales and distribution via the Internet and mobile technologies

- Promotion on the Internet

- Designing and building web campaign websites and mobile applications

- Prospects for the development of network technologies and their impact on the theory and practice of marketing

DIDACTIC METHODS

Lecture:

Conversational lecture

Working with a book,

Use of trade magazines, current problems, examples

Discussing cases relevant to the presented content? case study

Exercise:

Panel discussion

Use of trade magazines, current problems, examples

Stock exchange ideas

Discussion based on SWOT analysis

Use of metaplan in solution design

Use of playing roles in the verification of the target audience

Teaching methods:

Problem and conversation lecture

Basic bibliography:

1. Sznajder A., Technologie mobilne w marketingu, Wyd. Wolters Kluwer, Warszawa 2014

2. Wiktor J.W.   Komunikacja marketingowa: modele, struktury, formy przekazu, Wyd. PWN, 2013.

3. Varey R. J., Marketing Communication Principles and Practice, 2002

4. Marketing: koncepcje, strategie, trendy, pod red. H. Mruka, Wyd. UE, Poznań 2012.

5. Zintegrowany system dostępu do informacji w przestrzeni miejskiej z wykorzystaniem GPS i GIS, praca pod redakcją Marka Golińskiego i Macieja Szafrańskiego, Wydawnictwo Politechniki Poznańskiej, Poznań 2012

6. Integrated support system for access to information in urban space with use of GPS and GIS systems, praca pod redakcją Marka Golińskiego i Macieja Szafrańskiego, Wydawnictwo Politechniki Poznańskiej, Poznań 2012

7. Krum C., Mobile Marketing: Finding Your Customers No Matter Where They Are, Pearson Education, Inc., USA, 2010

8. Scott D., Nowe zasady marketingu i PR: jak korzystać z komunikatów informacyjnych, blogów, podcastingu, marketingu wirusowego oraz mediów internetowych w celu bezpośredniego dotarcia do nabywcy, Wyd. Wolters Kluwer Polska. : International Publishing Service. IPS, Warszawa, 2009.

9. Gilmore A. Usługi. Marketing i zarządzanie, Wyd. PWE, Warszawa 2006

10. Goliński M., Methodology of research into information needs, [in] Integrated support system for access to information in urban space with use of GPS and GIS systems, edited by M. Goliński i M. Szafrański, Wydawnictwo Politechniki Poznańskiej, Poznań 2012

Additional bibliography:

1. Mantura W., Marketing przedsiębiorstw przemysłowych, Wyd. PP, Poznań 2000

2. Cialdini R., Wywieranie wpływu na ludzi. Teoria i praktyka, GWP, 2013

3. Reed J. Szybkie łącze z klientami: marketing internetowy, Wyd. Helion, Gliwice, 2012

4. Goliński M., The use of web application Mobilne miasto [Mobile city] in the conveyance of information about urban space in the system human factor ? technology, [in] Applied Human Factors and Ergonomics International, pp. 206-205, Kraków, 2014

Result of average student's workload

Activity	Time (working hours)
1. Lecture	12
2. Literature studying	20
3. Consultation	10
4. Preparation for the test	10
5. Test	2

Student's workload

Source of workload	hours	ECTS
Total workload	54	2
Contact hours	24	1
Practical activities	0	0