

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Communication Management in e-business</b>		Code <b>1011105231011108887</b>
Field of study <b>Engineering Management - Part-time studies -</b>	Profile of study (general academic, practical) <b>(brak)</b>	Year /Semester <b>2 / 3</b>
Elective path/specialty <b>Communication Management in</b>	Subject offered in: <b>Polish</b>	Course (compulsory, elective) <b>elective</b>
Cycle of study: <b>Second-cycle studies</b>	Form of study (full-time, part-time) <b>part-time</b>	
No. of hours Lecture: <b>10</b> Classes: <b>-</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>2</b>
Status of the course in the study program (Basic, major, other) <b>(brak)</b>		(university-wide, from another field) <b>(brak)</b>
Education areas and fields of science and art <b>technical sciences</b> <b>Technical sciences</b>		ECTS distribution (number and %) <b>2 100%</b> <b>2 100%</b>
<b>Responsible for subject / lecturer:</b>  dr Jakub Pawlak email: jakub.pawlak@put.poznan.pl tel. 61 665 33 89 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań		
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	Basic knowledge of marketing, management and IT.
2	<b>Skills</b>	Is able to interpret and describe: phenomena affecting the enterprise, communication processes on the Internet. He can assess the way of achieving goals while maintaining good relations with partners and colleagues
3	<b>Social competencies</b>	He is aware of his knowledge in the field of communication and organization and management sciences, and understands and analyzes the basic social phenomena associated with them.
<b>Assumptions and objectives of the course:</b> Mastering knowledge and acquiring skills in the field of internet and mobile communication.		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
1. He knows in a detailed manner the methods and tools for modeling information processes. - [K2A_W08] 2. He knows the methods and tools for modeling decision-making processes. - [K2A_W09] 3. He knows in a more detailed way the methods of obtaining data on the behavior of foreign market participants. - [K2A_W011] 4. Has in-depth knowledge of the processes of changes in organizational structures and management of these changes. - [K2A_W015]		
<b>Skills:</b>		
1. Can use theoretical knowledge to describe and analyze the causes and course of social processes and phenomena (cultural, political, legal, economic) and can formulate their own opinions and critically select data and analysis methods. -- [K2A_U02] 2. Is able to properly analyze the causes and processes of social processes and phenomena (cultural, political, legal, economic), formulate their own opinions on the subject and make simple research hypotheses and verify them. - [K2A_U03] 3. Has the ability to use the acquired knowledge in various fields and forms, extended by a critical analysis of the effectiveness and usefulness of the applied knowledge. - [K2A_U06]		
<b>Social competencies:</b>		

1. Is aware of the importance of behavior in a professional manner, adherence to the principles of professional ethics and respect for diversity of views and cultures. - [K2A\_K04]
2. Is aware of the interdisciplinary knowledge and skills needed to solve complex organizational problems and the need to create interdisciplinary teams, - [K2A\_K06]

### Assessment methods of study outcomes

Forming rating:

- a) in the field of exercises: on the basis of an assessment of the current progress of task implementation
- b) in the field of lectures: based on answers to questions about the material discussed in previous classes.

Summary rating:

- a) in the scope of exercises on the basis of: (1) systematically given exercises, (2) on the basis of a discussion on the subject of given exercises, (3) the form and quality of prepared materials;
- b) in the range of lectures: (1) in the form of a test of choice, with answers, of which at least one answer is correct; each question is scored on a scale of 0 to 1; credit for lectures is obtained after obtaining at least 55% of points. (2) Discussing the results of the pass.

### Course description

- The essence and importance of internet marketing and mobile technologies
- Basics of communication in internet and mobile marketing
- The influence of mobile and internet technologies on the shaping of product prices
- Sales and distribution using the Internet and mobile technologies
- Communication on the Internet
- Designing an internet campaign and building websites and mobile applications
- Proposals for the development of network technologies and their impact on the practice of communicating the enterprise with the business environment.

#### Basic bibliography:

1. W. Nowak, Media planning, Proteus, Kraków, 2001
2. J.Przybysz, D. Mendlewski, Public relations w Internecie, Zeszyty Naukowe PP. Humanistyka i Nauki Społeczne, nr54/2005, Poznan, 2005
3. M. Dutko, e-Biznes do kwadratu

#### Additional bibliography:

1. J. Pawlak, Marketing internetowy dla małych firm, Leszno, 2011
2. J. Beliczyński, Planowanie mediów w zarządzaniu reklamą, Antykwa, Kraków, 1999
3. K. Celuch, Zarządzanie komunikacją w organizacjach globalnych - uwarunkowania, bariery, efekty. Analiza na przykładzie Meeting Professionals, Akademia Finansów i Biznesu Vistula
4. M. Czaplicka, Zarządzanie kryzysem w social media, Onepress

### Result of average student's workload

Activity	Time (working hours)	
1. Lecture	15	
2. Exercises	15	
3. Consultation of exercises	4	
4. Preparation for exercises	15	
5. Preparation for passing the exam	9	
6. Discussing the results of the test	2	
Student's workload		
Source of workload	hours	ECTS
Total workload	60	2
Contact hours	36	1
Practical activities	30	1